

SUSTAINABLE SUCCESS

Delivering Value Without Burn Out

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AFWA Fall Seminar
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About Me



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**Identity Transformation
Coach**

Agenda

Traditional vs
Sustainable
Success



Barriers to
Sustainable
Success



Debunking
Urgency &
Productivity Traps



Questions



↓
Defining
Success

↓
Identifying
Strengths

↓
Creating
Containment



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Traditional Success

- Focused on output, speed, visibility
- Measured by achievement, productivity, and external validation
- Often leads to burnout, disconnection from self, and a fragile sense of worth tied to performance
- Workload as worth
- Prove we can do it all
- Constant achievement loops
- Hustle culture mindset
- External validation
- Neglect of personal needs

Sustainable Success



- Focused on authentic impact, aligned contribution, and well-being
- Measured by fulfillment, alignment, and resilience
- Leads to consistent creativity, clear decision-making, and grounded confidence
- Aligned effort
- Cyclical productivity
- Capacity awareness
- Value-based choices
- Integrated identity



Pivot to Sustainable

Success that costs your well-being isn't sustainable.

Thriving requires systems that support both output and recovery.

It's about capacity, consistency, and congruence — not constant hustle.

For Team Leaders: this requires resetting the culture & vision.

For Team Members: this requires being willing to look at the big picture and applying it in the moment.

Personalizing Success

3 components of personal success-

- Values
- Purpose
- Vision

Where's your energy actually going?

Does it reflect what you say matters most?

What does success feel like, not just look like?

What matters most to you right now — not in theory, but in your lived practice?

Whose definition of success are you chasing — and does it align with your own?



Values



Purpose



Vision



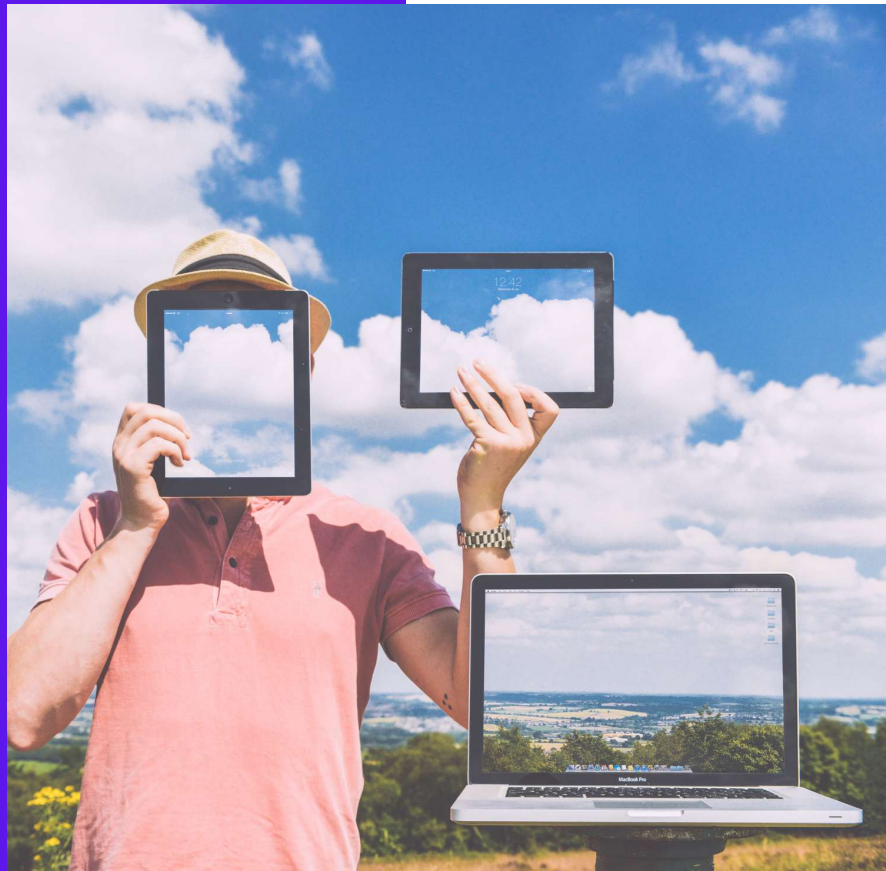
Barriers to Sustainable Success



Common Behavior Patterns

Patterns many high-achievers fall into without realizing the cost:

- Overgiving
- People-pleasing
- Poor communication
- Defensiveness
- Hyper-independence
- Consistent procrastination
- Overcommitment
- Long to-do lists
- Perfectionism
- Comparison & imposter syndrome
- Avoiding rest or reflection
- Neglecting recovery needs



Identity & Work

Signs your identity is merging with your work:

- You are more comfortable at work than at home or at rest.
- You don't feel good about a task until someone tells you it was good.
- Downtime feels unsafe, activating, or unproductive.
- You don't trust the system to hold things if you don't.
- You prioritize your tasks over your own well-being.
- You use work to regulate your emotional state.

Capacity Awareness

Capacity = what your system can sustainably hold

Capability = your best-day potential

Sustainable success lives within the window of tolerance.

When we push beyond our window of tolerance, we shift into survival mode — overdrive or shutdown.

Pushing past our own capacity can become a habituated response to stress.

It should be only a short-term response, rather than a behavioral pattern.

Leads to burn out, adrenal fatigue, etc.





Providing Balanced Value

Value in Strengths

Identify your unique strengths

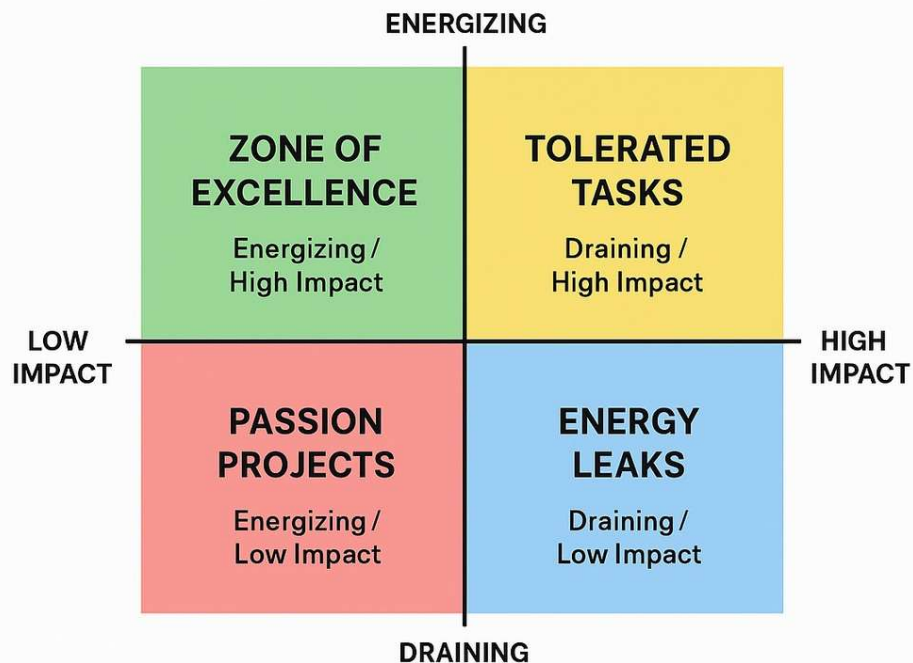
Subtle versus Overt Strengths

Work in alignment, not to check boxes

Tasks versus Strengths

Where do most of your daily tasks fall?
How could you restructure based on that?
What needs to shift in order to sustain your energy?

THE ENERGY ALIGNMENT MATRIX



Enough is Enough

How to know when it's enough:

- When the work meets its purpose
- When further effort won't create improvement
- When you've given what's within capacity
- When the next step depends on others
- When your nervous system says "enough"

Cues you're not letting enough be enough:

"I just need to do this one last thing.."

"It'll be easier if I just do this over the weekend."

"I might as well finish this while I'm here."

"I might as well finish this while I have momentum."

"I'll feel better once this is off my plate."

"I don't have a choice."

"It'll ease up once I get past this deadline."



Combatting Guilt



Internalized pressure, not failure

Seeking safety through control

Underlying Beliefs

When we don't define what "enough" looks like

New Patterns

Learn to differentiate discomfort from wrongdoing

Endless to-do list --> Define Priorities

"I didn't do enough" --> I did what mattered

Late-night checking --> Transition out of work mode

Physical depletion --> Mental and emotional recovery

Ruminating on tasks--> Resting for future effectiveness

External validation --> Internal satisfaction



Creating Containment

- Set response norms
- Systematize repetition
- Normalize collective care
- Know your capacity cues
- Protect focus windows
- Practice clear communication
- Create transition rituals
- Redefine availability
- Build in micro-recovery
- Responsibility, not rebellion



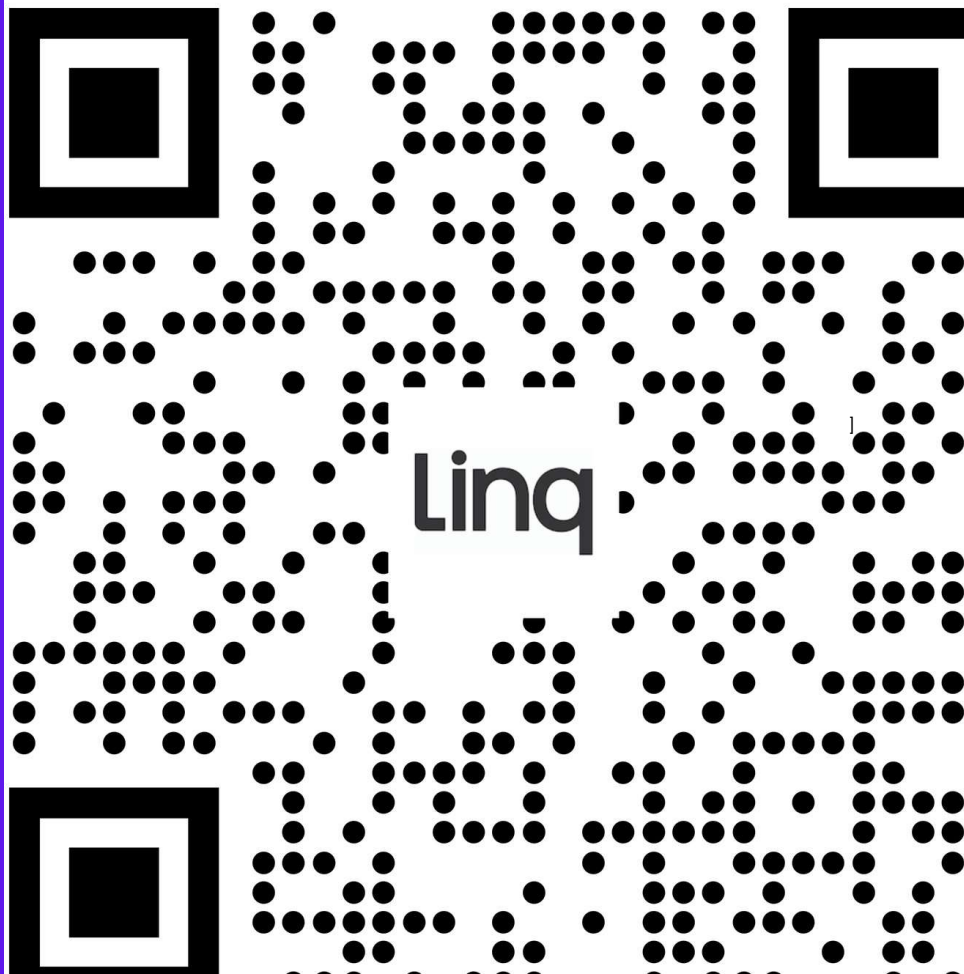
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**Sustainable success honors who you are,
not only what you do.**



Questions





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