

PEOPLE OF ACTION

Beth Ridley

CEO of The Brimful Life

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(Member since August 2020)



It has been said that Americans live to work, while other countries work to live. According to Beth Ridley, founder and CEO of The Brimful Life consulting services, the work culture in the United States puts a premium on busyness and equates it to productivity.

Beth learned about positive psychology, the scientific study of what makes humans thrive, and applied some of the principles to her personal life. Soon after, she left Corporate America and began her company, 'The Brimful Life.'

Brimful Life is all about living your professional life to the brim with joy and meaning. She focuses on leadership, professional development, and building a healthy workplace culture that brings out the best in everyone.

Chronic stress and work burnout are very prevalent in the workforce, especially with the added stress from the pandemic. "Burnout was the pandemic before the pandemic. Now, it's just being exacerbated," said Beth. As someone who has experienced burnout herself, Beth understands the toll it takes on a person and the desire to exist in a better way. Her advice to help people avoid burnout and be productive is to make an effort to pause and take time out of your day to recharge.

"One thing I have learned through the work that I do, is to remember to not feel guilty," said Beth. "Sometimes the best thing you can do is rest so that you can ultimately come back to work and be more productive."

She has also incorporated this mindset into her own life. The pandemic has pushed Beth to adapt and create new ways to live and do business in a virtual format. Finding how to have fun with friends and family in new ways and with new technology has kept her motivated.

As this year comes to a close, Beth's positive psychology practices can make a big impact on leaders and employees as the country continues to navigate this unpredictable time.

"At the start of the pandemic it seemed like everything slowed down a little bit and we had down time. Now, it seems like we quickly reverted back to our natural instinct to be busy. It's exhausting," said Beth.

However, Beth remains hopeful because of one mindset she encourages everyone to put into practice, the fail forward mindset. This is the concept where in everything you have a lesson to learn. So, as professionals, the pandemic has been a major setback for many, but there are lessons that can be taken away from this year, such as, getting creative, making time for yourself, and continuing to adapt to changes.

One of Beth's favorite micro adjustments that aligns with the fail forward mindset is to schedule time to step out of execution mode, even if it is only ten minutes. Create space for re-energizing and creative thinking.



Beth Ridley is dedicated to helping her clients create a positive work environment that allows employees to effectively balance life as well. Now more than ever, the practices of a Brimful Life are needed to stay motivated and productive. Everyone will always remember 2020, so it is important to live a life now that is looked back on and has some things to smile about.

Editor's Note: Rotary People of Action is a bi-monthly series written by a group of Rotarians. This feature was written by Kimberly Kane.