



Working hard, or hardly working?

Posted by [Derek A. Lackey, Editor](#) / February 04, 2019

*(As part of our commitment to leading discussions around important industry issues, *The Message* is working with nabs Canada on a series of reports examining key determinants in workplace health—from diversity, to ageism, to bullying and sexism. In Part 1, CHRIS POWELL got an exclusive look at a new study from Morneau Shepell that highlights the physical, mental and financial costs of the industry’s always-on approach.)*

The hard-driving, high-expectation culture that has long characterized the industry is not only outdated, but is hurting businesses and possibly preventing them from producing their best work.

Compared with the Canadian workforce as a whole, the numbers are troubling. People working in advertising are less healthy, both physically and mentally, than the average Canadian employee, said Ross Taylor, senior customer success manager with LifeWorks by Morneau Shepell, which combines employee assistance, wellness, recognition incentive programs.

The study findings suggest that in addition to burnout and anxiety, agency employees are also at elevated risk for depression, substance abuse and eating disorders. They are often leaving work feeling mentally and/or physical exhausted, failing to achieve optimal work-life balance, and putting off important health tests such as cancer screenings.

Agenciesâ€¦we have a problem...

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