



TALKING POINTS



Peggy Sullivan is a business addict in recovery, keynote speaker, author, and researcher. Her TEDx with millions of views and bestselling book *Beyond Busyness*, has inspired audiences worldwide to overcome business and achieve peak performance without sacrificing well-being.

Through her signature busy busting framework trusted by Fortune 500 companies like Google, Bank of America, Blue Cross Blue Shield and John Hopkins. Peggy reveals how packed schedules can reduce productivity and fulfillment. With humor, personal stories, and research-based solutions Peggy empowers individuals and organizations to shift from hustle to purpose - unlocking greater engagement resilience and measurable success.

Busyness, overwhelm, burnout, and diminished productivity are epidemic proportions within most organizations.

In October 2024, Peggy delivered a TEDx at TEDx Walden Pond titled “Eliminating time poverty by doing less.” Her message is a simple yet powerful one — “Eat — work — sleep — repeat” — busyness is the silent addiction that keeps individuals and companies from reaching peak performance.

Peggy’s proprietary research and data-driven insights show that 78% of people feel stuck on this hamster wheel. She offers actionable solutions to what she calls Time Poverty and to break free from busyness traps. Her “Busy Busting Process” empowers people to reclaim balance, achieve peak performance, and find true happiness without sacrificing health or joy.

- What is time poverty?
- Can you share a few statistics from your workplace busyness report?
- Why is busyness addictive?
- What is the busy Barometer, and how can organizations use it to identify and eliminate low-value activities
- How can you combat time poverty
- What is your busy-busting framework?
- **Subtraction: Eliminating low-value transactions**
- **Mojo Making: Igniting focus, productivity, and employee engagement**
- **Values Vibing: Using your values as a filter for your decisions and actions**
- **Energy management**
- **Connection**
- **Growth**
- **Authenticity**
- **Tell me more about your latest book “Beyond Busyness: How to Achieve More by Doing Less.**

At glimpse of Peggy's current work:

- Current research The State of Workplace Busyness
- Recent articles in Inc, Time, Forbes, Entrepreneur & Bloomberg Thought Leadership articles
- Website: Peggysullivanspeaker.com
- [LinkedIn Peggy Sullivan](#)

Unpacking the problem and the price tag associated with it:

- 95% do not have a schedule that allows them to complete their work
- 75% find self-care, like getting a good night's sleep a challenge
- 79% struggle to identify their priorities
- 80% of the population feels overwhelmed, stressed and struggles with mental health
- 79% have lost a sense of purpose
- 74% struggle to make meaningful connections
- 83% multi-task to get work done
- “What is it about our current climate or culture that fuels this obsession with busyness?”
- We think busyness equals success society has groomed us
- “You talk about the price tag associated with busyness, tell us more about that?” “How do we recognise the signs?”

Feel free to reach out if you need anything and my team will be delighted to help you ~ **Peggy**

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Bio and Headshots:

<https://www.peggysullivanspeaker.com/resources>