



## Ad Women, Especially, Must Protect Against Burnout

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There's a certain kind of woman that's pretty common in the advertising industry. Mary Lou Quinlan calls them the Type A Good Girl.

"They're the will-do, can-do ones who sold the most Girl Scout cookies and volunteered for all the projects," she said. "That attitude carries on into adulthood. They thrive on saving the day."

Combine that need to please with the always-a-crisis world of advertising, and you've got a classic formula for burnout.

But it doesn't have to end that way, Quinlan shows in her new book, "Time Off for Good Behavior, How Hardworking Women Can Take a Break and Change Their Lives" (Broadway, \$23.95). The book, which came out last Tuesday, tells the stories of 38 women - including Quinlan - who took time off from their jobs to renew their passion and gain some perspective. Although written especially for the Type A Good Girl, the advice applies to men, too.

After negotiating five glorious weeks for herself while CEO of New York ad agency N.W. Ayer, Quinlan ended up leaving to start her own company, Just Ask A Woman. Others profiled in the book returned to their jobs reinvigorated and refocused on what drew them there in the first place.

Quinlan advises women to take some time for themselves before they're tempted to walk out at lunch and never come back. "Advertising particularly is a field where it's always the next big thing. It's a pitch, a meeting. There's this state of constant red alert. You can't do that year after year and expect to have a life," she said. "If you don't [keep] the passion, you're going to bail."

Start by taking what's due you - your weekends and paid vacation. Try to set aside one weekend a quarter on yourself: getting in touch with old friends, doing something physical, writing down your thoughts -- no cleaning out the garage or listening to colleagues complain about the office, Quinlan said. If you need more time, plan for it and then ask for it.

The important thing, Quinlan advised, is to rest and restore before you end up fried. "It's easier to keep running hard than to ask, 'What am I really doing with my life,'" she said.

To check out the book and Quinlan's upcoming speaking engagements at ad clubs in Cincinnati, Kansas City and New York, go to [www.timeoff4goodbehavior.com](http://www.timeoff4goodbehavior.com).