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Contact:

Pam Peterson

pamela@cavehenricks.com | 512-904-9258

THE AWESOME HUMAN PROJECT

Break Free from Daily Burnout, Struggle Less, and Thrive More in Work and Life

By Nataly Kogan

“We’ve somehow been convinced that a life of busyness and struggle is the only way to live. Through self-care and self-compassion, *The Awesome Human Project* shows us another way is possible.”

—Jen Fisher, chief well-being officer, Deloitte

“Just like practice in sports, *The Awesome Human Project* is hard work but rewarding. And Nataly is there like an awesome coach, dusting us off when we stumble, giving us encouragement and motivation, and supporting us on our next attempt.”

—Jonathan Becher, president, San Jose Sharks

THE
AWESOME

Break Free from Daily Burnout,

HUMAN

Struggle Less, and Thrive More

PROJECT

in Work and Life

NATALY KOGAN

Long before the pandemic gripped the world, blurring the lines between home and work, we had become a nation suffering unprecedented levels of burnout. Burnout has become one of the most talked about workplace and life topics, and its impact is far-reaching. But too much of the conversation is focused on the problem vs. what we can actually do to break free from burnout.

In her new game-changing, self-illustrated book, *THE AWESOME HUMAN PROJECT: Break Free from Daily Burnout, Struggle Less, and Thrive More in Work and Life* (Sounds True; February 8, 2022) Nataly makes a compelling case that while challenges in life are constant, struggle is optional. She offers us proven science-backed and engaging methods to help us break through the cycle of “daily burnout,” as she defines it -- methods which have already transformed over a million people and counting.

Nataly’s book is intensely personal and written as a response to her own journey as a refugee who viewed struggle as a way of life. After achieving tremendous success in the corporate and startup worlds, Nataly suffered a debilitating burnout, which taught her a powerful lesson: *You can’t give what you don’t have.*

To do meaningful work in a sustainable way, you must make your emotional fitness your number one priority. As she writes:

“Self-care isn’t selfish. It’s your responsibility to yourself, your work, the people you care about and your community.”

Written with Nataly’s warmth, humor, megawatt energy and huge dose of vulnerability ***THE AWESOME HUMAN PROJECT*** shows you how to strengthen your emotional fitness skills of Acceptance, Gratitude, Self-Care, Intentional Kindness, and the Bigger Why, Filled with science-backed practices and Nataly’s wildly popular “Notes to Self,” ***THE AWESOME HUMAN PROJECT*** will teach you how to create a more supportive relationship with yourself, reduce self-doubt, and cultivate more honest and meaningful connections with others.

In this book, Nataly discusses:

- Why we need to be talking about *daily* burnout -- and how this conversation encourages action and change
- How to practice the 5 emotional fitness skills to reduce stress and overwhelm
- How to reframe self-care as the skill of fueling your emotional, mental, and physical energy (and how this cuts through “guilt” and “no time” objections”)
- How to become the editor of your thoughts and tangible practices to shift from harsh to more supportive self-talk
- How to practice sharing your Emotional Whiteboard at work and in life (and why this is essential for creating genuine relationships and avoiding burnout)
- Why it’s non-negotiable for leaders to make their emotional fitness a priority (and stop buying into the fallacy of “leaders eat last”)
- How leaders can create an environment conducive to psychological safety at work
- How practicing gratitude can fuel and strengthen resilience, plus turn around a bad day
- Why we don’t need more self-improvement, but rather, self-compassion
- How to stop avoiding—and accept—difficult feelings (other peoples’ *and* your own!)
- How to set boundaries: why self-care means learning how to say “no”

Nataly brings an essential voice to the ongoing national discussion on burnout, stress, and leadership, offering specific, prescriptive advice for living well and struggling less. ***THE AWESOME HUMAN PROJECT*** is a call-to-action to meet ourselves where we are—and with compassion.

ABOUT THE BOOK

THE AWESOME HUMAN PROJECT: Break Free from Daily Burnout, Struggle Less, and Thrive More in Work and Life

By Nataly Kogan

Sounds True; February 8, 2022

Hardcover; \$24.99; 312 pages; 978-1-68364-785-0

ABOUT THE AUTHOR:

A leading expert on emotional fitness, **Nataly Kogan** is an entrepreneur, best-selling author, and keynote speaker on a mission to help millions of people struggle less and thrive more in work and life. Nataly immigrated to the US as a refugee from the former Soviet Union when she was 13 years old. Starting her American life in the projects and on welfare, she went on to reach the highest levels of corporate success at companies like McKinsey & Company and Microsoft, as a Managing Director at a capital firm, and as member of the founding team of 5 startups and tech companies. But after years of chasing a non-existent state of nirvana, Nataly was not only unfulfilled, she suffered a debilitating burnout that led her to find a new way to live and work. Today, she helps Awesome Humans live and work with more connection, joy, and meaning by sharing her science-backed skills and practices with hundreds of top companies and teams through her Happier @ Work and leadership programs. Nataly is a sought-after keynote speaker and has appeared in hundreds of media outlets, including *The New York Times*, *The Washington Post*, *The Wall Street Journal*, TEDx Boston, SXSW, The Harvard Women's Leadership Conference, and *The Dr. Oz Show*. Nataly is also a self-taught abstract artist, whose first NFT art collection of 100 Awesome Humans will be released in 2022. Nataly lives outside of Boston with her husband and daughter, although she will always be a New Yorker at heart. natalykogan.com.

Short bio:

A leading expert on emotional fitness, **Nataly Kogan** is an entrepreneur, best-selling author, and keynote speaker on a mission to help millions of people struggle less and thrive more in work and life. Nataly immigrated to the US as a refugee from the former Soviet Union when she was 13 years old. Starting her American life in the projects and on welfare, she went on to reach the highest levels of corporate and startup success. But after years of chasing a non-existent state of nirvana she suffered a debilitating burnout that led her to find a new way to live and work. Today, she helps Awesome Humans live and work with more connection, joy, and meaning by sharing her science-backed skills and practices.

Nataly's **2022 Keynote Speaking Schedule** can be found [here](#).



Photo Credit: Jonathan Gershon Stark.

AWESOME HUMAN DAY



nataly kogan

FEBRUARY 8, 2022 | 4PM ET / 1PM PT

A celebration of the Awesome Human inside ourselves and each other – and the launch of The Awesome Human Project book into the world!

WITH AWESOME GUESTS:



Apolo Ohno



Jessi Hempel



Matthew Del Negro



Piera Gelardi

PLUS AN INTERACTIVE ART EXPERIENCE WITH NATALY AND MORE!

Pre-order a copy of THE AWESOME HUMAN PROJECT and join us for this amazing event!

WWW.NATALYKOGAN.COM

Find out more and register for this virtual event:

<https://natalykogan.com/awesomehumanday/>

To pre-order, please visit:

<https://natalykogan.com/preorder/>



ADVANCE PRAISE FOR THE AWESOME HUMAN PROJECT

“Abounds with simple, practical tools to build emotional fitness, learn to embrace ourselves (and our awesomeness) wholeheartedly, and to leave the ‘shoulds’ behind so we can joyously revel in the ‘coulds.’”

—**Melissa Bernstein, cofounder and chief creative officer, Melissa & Doug**

“An inspiring blueprint sharing Nataly’s compelling personal journey and tactical ways to redirect your mind towards meaning, purpose, and fulfillment.”

—**Tiffany Shlain, Emmy-nominated filmmaker, founder of the Webby Awards, and bestselling author of *24/6: The Power of Unplugging One Day a Week***

“It has never been more important for us, as leaders, to model self-care. But few of us—me included—have much practice in actually doing it. That’s where this book comes in, distilling Nataly’s engaging and effective teaching so that we can build happier, more sustainable lives.”

—**Peggy Northrop, CEO, Watermark**

“Part self-help, part science, and part workbook, *The Awesome Human Project* offers the perfect combination of tools to help any busy professional step away from the overwhelm of everyday life and chart their way out of the chaos.”

—**Stacey Hoin, chief human resources officer, Guardian Life Insurance**

“*The Awesome Human Project* is a generous and practical guide to letting go of struggle and being your best self—from someone who truly understands what it means to build a happy life from the ground up.”

—**Ingrid Fetell Lee, author of *Joyful* and founder of The Aesthetics of Joy**

“Is it possible to recommend a book to all humans? The lessons and practices in *The Awesome Human Project* will help me on my journey to becoming a better leader, colleague, professional, wife, mother, sister, friend, and person. I suspect the pages will be highlighted and dog-eared for years to come!”

—**Kerri Palamara McGrath, MD, primary care physician and director of The Center for Physician Well-being at Massachusetts General Hospital**

“We are in the middle of a human revolution. There has been a much-needed shift, particularly in the workplace, toward embracing the importance of being fully human and taking care of one’s mental health and well-being. Nataly digs deep into her personal story and collection of wide-ranging research to provide a blueprint on how to train your mind and be the best version of yourself.”

—**Eric Mosley, CEO of Workhuman**

“Readers will find themselves both championed and challenged by the author, who calls us to examine and retrain our thinking. Grounded in real experiences and key neuroscientific insights, it is a pragmatic and thought-provoking guide to achieve what most find illusive—greater joy.”

—**Noelle Eder, global chief information officer, Cigna**

SUGGESTED INTERVIEW QUESTIONS FOR NATALY KOGAN

1. Why does the world need kindness and human connection especially in this very moment?
2. Why do we need more self-compassion—not self-improvement—right now?
3. How has COVID-19 forced the conversation about burnout, our energy reservoirs, and meaningful change at work and in life?
4. How can we use the five emotional fitness skills you discuss in the book to help us struggle less? Why is it vital that we work on improving our emotional fitness?
5. You talk about daily burnout in the book. How do you define it and what advice do you have on how to combat *daily* burnout?
6. What is the first step to becoming the editor of your own thoughts?
7. Do you have any tips for getting unstuck at work and in life?
8. How can we escape from what you call the Valley of Struggle through the Lens of Acceptance?
9. You talk about the Emotional Whiteboard in the book. What is it and how can we practice sharing this at work even when it seems impossible?
10. Companies know people are stressed and exhausted. Are they doing enough to help employees who are burning out?
11. What are some of the most common mistakes leaders and companies make when it comes to burnout at work?
12. How can leaders cultivate a psychologically safe work environment?
13. Leaders burn out too – what can they do to prevent burnout?
14. What do awesome leaders do differently?
15. How can parents help their kids through difficult situations?
16. Why don't we have to be Supermom or Superdad 24/7?
17. You've said that self-care is not always about what you do, but what you *don't* do—can you talk a little about this?
18. How can we set better boundaries and learn to say “no” more often?
19. What are some ways we can reduce energy drains like multitasking, mindless scrolling on social media, and negative self-talk?
20. Can you talk about the role of gratitude in our mental, emotional, and physical health?
21. You've mentioned that we can often find our purpose in plain sight. How can readers find their WHY?
22. Can you speak to habits in your life that have helped you to thrive?
23. What prompted you to write THE AWESOME HUMAN PROJECT?
24. If readers take one thing away from reading the book, what do you hope it will be?
25. What advice do you have for the next generation of awesome humans?

READING LIST

THE AWESOME HUMAN PROJECT

Break Free from Daily Burnout, Struggle Less, and Thrive More in Work and Life

By **Nataly Kogan**

The only thing as prevalent today as burnout is talking about burnout. Nataly Kogan wants to move the conversation away from focusing on the problems caused by burnout, to the solutions that can break us free from it. Kogan created Happier, a wellness company on a mission to help people thrive in work and life by improving their emotional health with science-backed practices.

Kogan has personally experienced debilitating burnout, and it taught her the powerful lesson that "you can't give what you don't have." In other words, burnout not only hurts you but your ability to help others, too.

The Awesome Human Project's actionable tips help you create a more supportive relationship with yourself, reduce self-doubt, and cultivate more honest and meaningful connections.

(February; Sounds True; \$24.99)

-S.B.

S NOTES



**This review appears in the March/April issue of [Success Magazine](#), on stands soon.



The Awesome Human Project: Break Free from Daily Burnout, Struggle Less, and Thrive More in Work and Life

Nataly Kogan. Sounds True, \$23.99 (312p) ISBN 978-1-68364-785-0

Kogan (*Happier Now*), the CEO of Happier Inc., prods readers in this gusto-filled guide to transform themselves into an “Awesome Human,” which she defines as a person forgiving of oneself, willing to question negativity, and who leads others to do the same by example. After divulging that “most of my life, struggle was my religion,” she lays out a regimen to becoming “Awesome” that includes developing courage and habits of self-care (she challenges readers to work on their “emotional fitness” over five weeks); exercises and “rewards,” such as writing out “Your Awesome Human Commitment”; and lauding oneself with an “Awesome Human In-Training” Award (much like praise on student homework, awards are doodled and circled on the book’s page). Finally, Kogan encourages readers to put their new skills to work in a variety of real-life situations, including feeling stuck, overwhelmed, surrounded by negativity, or flooded with guilt. The core message can be summed up with the chorus phrase: “Challenge is constant. Struggle is optional.” It’s not a particularly novel revelation, but it bears repeating. Fans of Rachel Hollis will enjoy this cheery but down-to-earth approach to emotional wellness. *Agent: Janis Donnaud, Janis Donnaud & Associate. (Feb.)*

Select illustrations from The Awesome Human Project
(drawn by the author!)

THE AWESOME HUMAN MANIFESTO

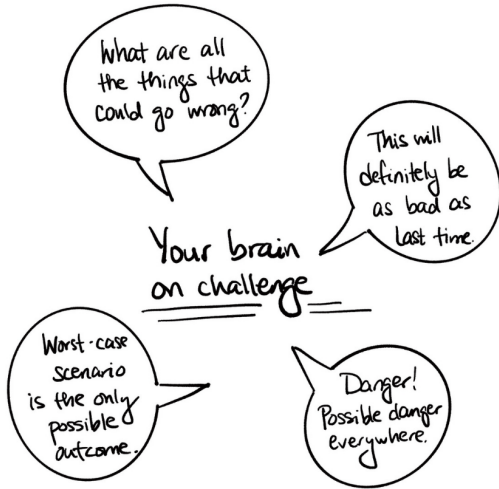
You can't give
what you don't have.

You can struggle less
even when life is challenging.

You are in charge
of your emotional fitness.

You can talk back
to your brain.

Your humanness is
what makes you awesome.



THE AWESOME HUMAN PROJECT
BY NATALY KOGAN

NOTE TO SELF

You can't give what you don't have.
Practicing self-care is an act of love towards the people you care about.

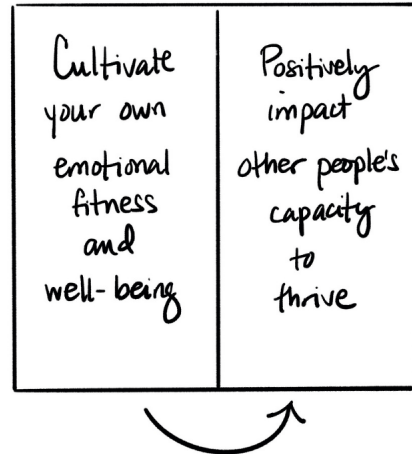
THE AWESOME HUMAN PROJECT
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NOTE TO SELF

Your brain loves to focus on what's wrong.
Remind it about what is right.

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LEADERSHIP



THE AWESOME HUMAN PROJECT
BY NATALY KOGAN