

Mental Health & Entrepreneurship

NAMI National Convention
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Never Give Up

“During the formative years...things got hard.

You don't want to let your team down, you don't want to let your customers down, you don't want to let your investors down, you don't want to let your family down, you don't want to let yourself down.”

-Andy Dunn, Bonobos

The Stats

- 49% of entrepreneurs struggle with at least one mental health condition
- 33% of entrepreneurs struggle with two or more mental health conditions
 - Compared to 18.5% (or 1 in 5)
- Creative people are more genetically predisposed to mental illness conditions
 - Top three are anxiety, depression, and ADHD
- Creative people often become entrepreneurs
- Entrepreneurs often show addictive tendencies that are many times confused with eccentric behavior

7 Trigger Reasons

- 1) Predisposition
- 2) Stress
- 3) Uncertainty
- 4) Isolation and appearing weak
- 5) Shame
- 6) Barriers to resources
- 7) Identity

Who We Are



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Principal at NYC
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Advises over 20 startups
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Our Goal

- 1) Coping techniques
- 2) Harnessing the power of your condition
- 3) Using entrepreneurship as a coping tool

Coping Techniques

- Practice self-awareness
- Recognize symptoms
- Identify your triggers
- Monitor your physical and digital environment
- Work with a supportive co-founder/team
- Consider open disclosure
- Find an outlet
- Take a break
- Lead a healthy lifestyle
- **SEEK HELP**

Examples That Work

- Disclose potential triggers to team
- Utilize a remote workspace to take a break
- Find community
- Exercise
- Practice meditation
- Gratitude journal
- Focus on one thing at a time
- Change diet and increase water intake

Harnessing your condition

- Understand your condition
- Do not be afraid of your condition
- Allow for “play time”
- Write your thoughts down
- Have a control or accountability partner
- Do not give up on your dream
- Take it one day and one goal at a time

THANK YOU

#IWILLLISTEN



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