

The Evolution of HUSTLE CULTURE

Waking up at 5 AM, doing a quick pilates session before taking an everything-everything shower, having a green juice and heading to work. This is not what I was prepared for, coming fresh out of high-school. But this so-called 'hustle-culture' is the narrative social media influencers portray... and it is taking young adults by storm.

Hustle culture essentially refers to a mindset where productivity and success is prioritised over wellbeing.

It could mean hustling for a promotion or the next step in your career, hustling to get in shape for Summer, or hustling for that HD ('High Distinction'). These aspirations are not inherently malicious or unusual, though through the lens of 'hustle culture', come at an expense of your own mental and physical health in the process.

Hustle culture can be associated with positive outcomes including:

- Increased productivity; as you prioritise work over all else.
- Success; a byproduct from the increased productivity.
- Motivation; as you shortly see the results.

An interesting distinction in hustle culture is that it's root is *not* necessarily laid in economic or financial stress, rather the mindset persists where one blindly believes hustle culture is the key to life of successful people and go-getters.

That being said, while in the short-term putting in long-hours and creating drastic changes in your lifestyle can make a difference. In the long-term, it is simply not sustainable.

Shortly, as you continue to neglect your health and wellbeing, while increasing the pressure to perform, you may begin to experience negative outcomes including:

- Burnout
- Lack of work-life balance
- Stress and anxiety

So how to we find balance?

Acknowledging the value of self-care practices amongst other priorities is significant. Implementing practices curated to your goals and lifestyle will garner long-term successes – irrespective of the latest trend or influencer talk.

These practices could include:

- Exercising
- Meditating
- Journalling
- Setting boundaries
- Creating realistic goals

