



# Lifestyle Assessment - Ensure Your Own and Your Company's Well-Being



# A Good Team Consists of Individuals Who Feel Well

- ✓ Lifestyle Assessment helps you identify specific challenges, areas to improve on and individual strengths associated with daily life.
- ✓ Lifestyle Assessment will help you to:
  - ✓ **Manage stress better**
  - ✓ **Improve performance at work**
  - ✓ **Improve your physical condition**
  - ✓ **Enhance the quality of life at work, rest and play**
- ✓ Based on the results, individual goals and action points are set for each member of the team.
- ✓ The results are personal. The company gets a summary of the group result and of the changes that occur during the follow-up period as well as the achievement of goals.

# Lifestyle Assessment in a Nutshell

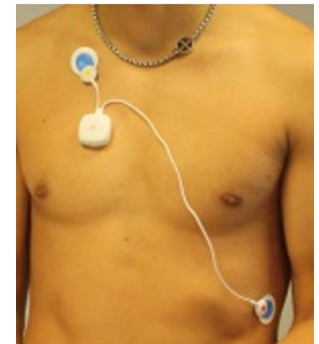
- ✓ Lifestyle assessment measures and analyzes your heartbeats to provide information about physiological changes in your body and the state of your well-being.
- ✓ The heartbeat analysis technology developed by Firstbeat is a result of years of interdisciplinary research e.g. at the University of Jyväskylä and the Research Institute for Olympic Sports.
- ✓ Lifestyle Assessment provides answers to the following questions:
  - ✓ How well do you recover during sleep?
  - ✓ What actions / events consume your resources?
  - ✓ What types of activities support your recovery?
  - ✓ Are you physically active enough to get positive health and fitness benefits?

# Lifestyle Assessment Protocol



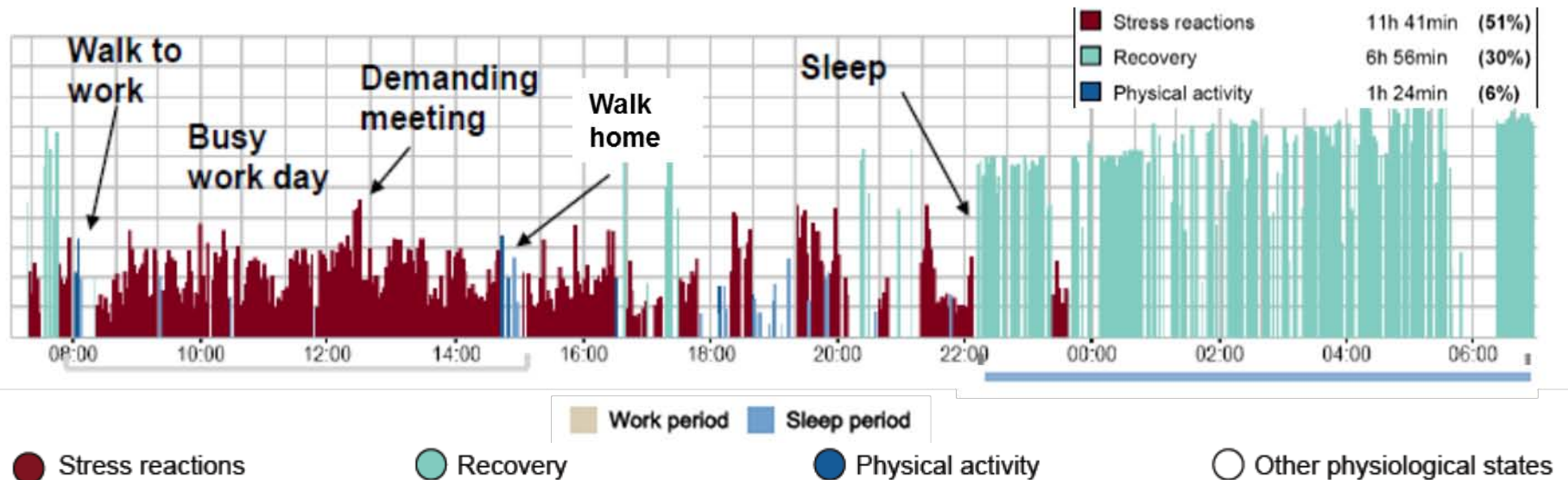
# Conducting the Assessment

- The client conducts the measurement independently according to the provided instructions.
- It's easy to use the device; after attaching and starting it, the client lives his/her normal daily life.
- The measurement lasts 3 days and nights; the device is only removed during showers, baths and swimming.
- The client fills out his/her background information and a daily journal (sleeping and working times as well as stressful events, exercise etc.) via an internet link



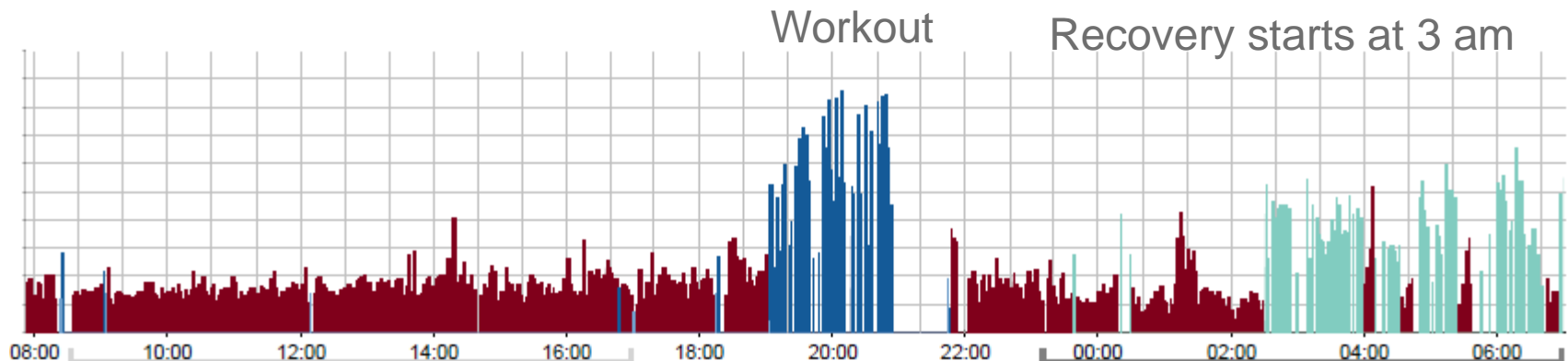
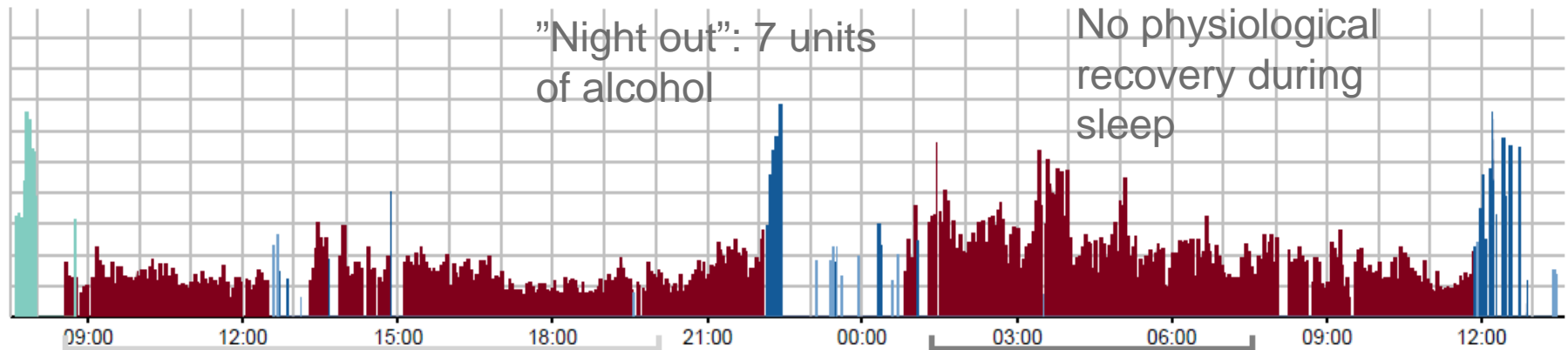
*The device is easy to use, light and unobtrusive.*

# Example result: Stress and recovery are in balance

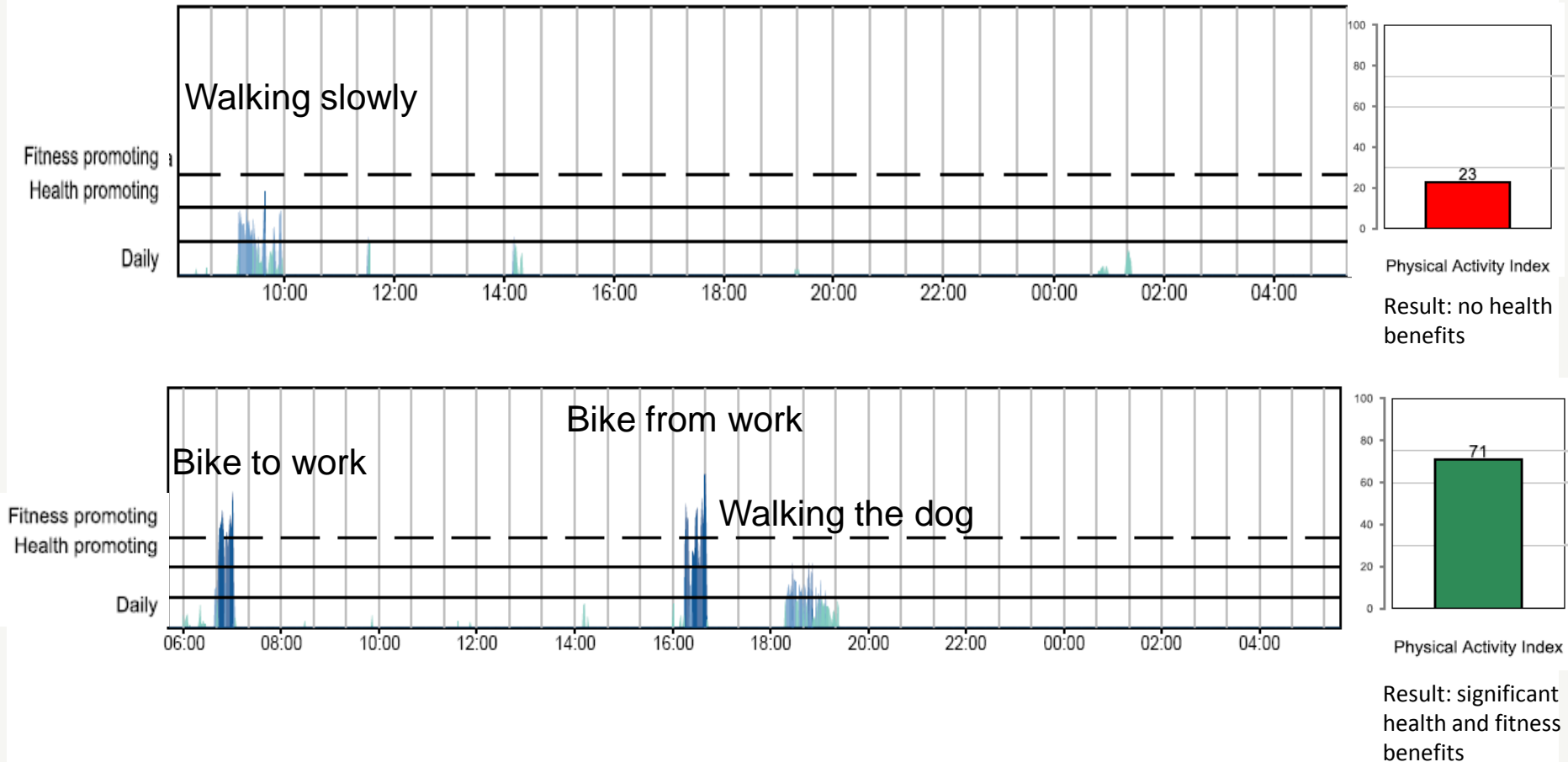


**Journal markings** during the measurement are very important because they help the client and the specialist identify factors that cause stress / promote recovery in the person's life.

# Effect of alcohol / exercise on recovery



# Is your daily physical activity sufficient to provide health benefits?



# Looking at the whole picture: Lifestyle Inspection

## Work

- Is there some light activity during the work day?
- Is there any recovery during the workday?

## Leisure time

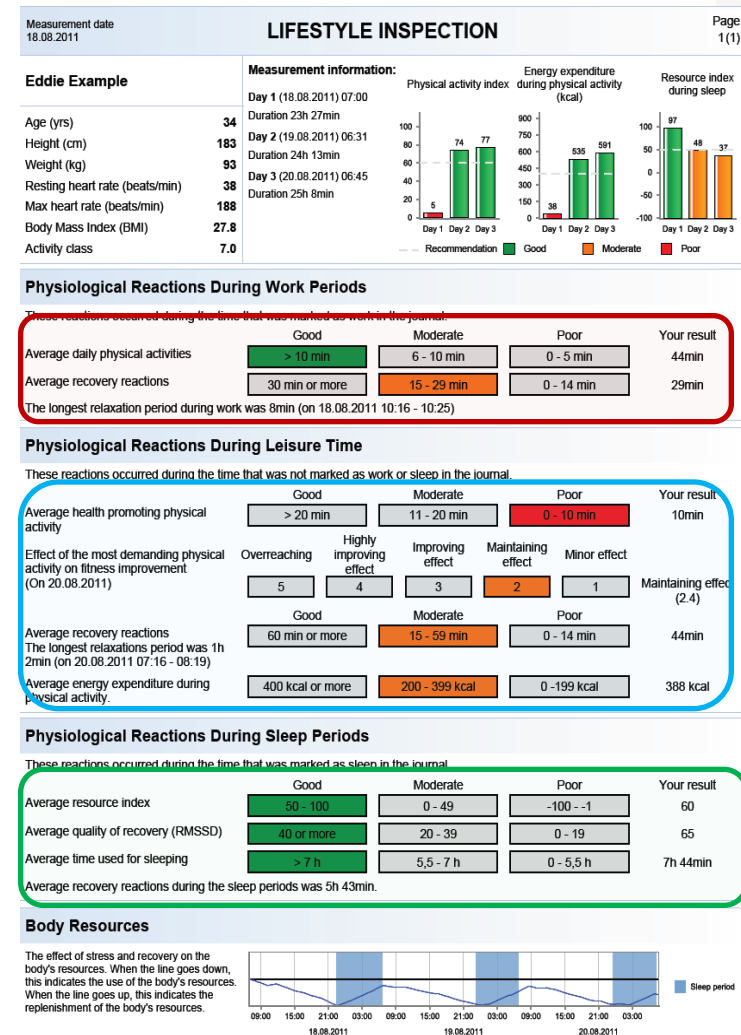
- Is there enough exercise to get health benefits?
- Is the exercise intensive enough to improve fitness?
- Is there any recovery during leisure time?

## Sleep

- Is there enough recovery during sleep?
- Is the quality of sleep good?
- Was the sleep period long enough?

## Resources

- Did the measurement period consume or accumulate your resources?



# Goal Setting

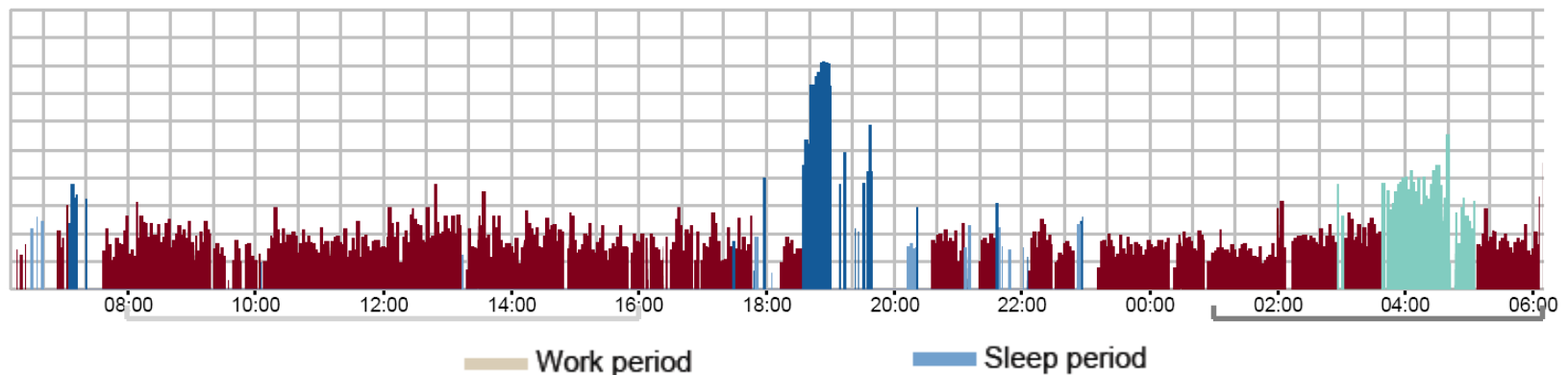
In addition to the reports, personal goals are set to support well-being and enhance the quality of life.

## Work:

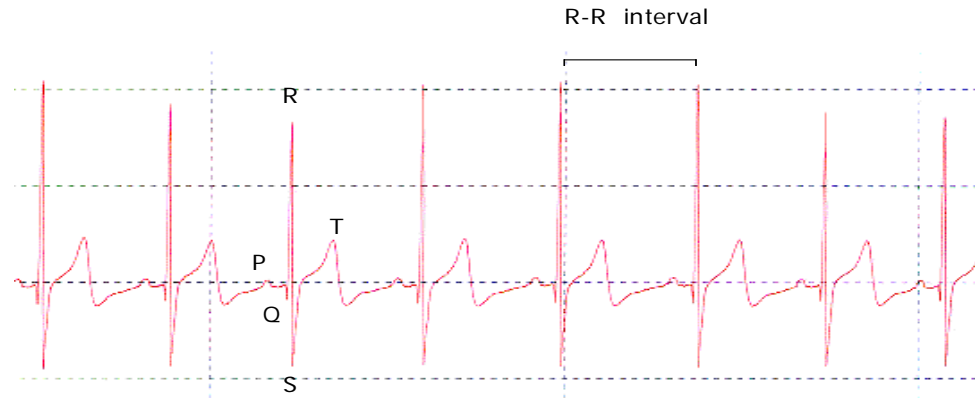
- Remember to take a few unrushed breaks during the day.
- Keep the schedule realistic and leave some space for unplanned delays.
- Set a "no later than" time for leaving work & limit doing work tasks at home.

## Leisure time:

- Take time to engage in activities that I enjoy
- Learn to say NO!
- Do something relaxing (relaxation exercises, short nap, visit with friends) and don't think about work then.



# Basis of measurement: Heartbeat analysis



Heartbeat = R-R interval = time between consecutive heartbeats

The Firstbeat analysis interprets the language of the heart, providing valuable information about the changes that are taking place in the body.

# Scientific Facts About the Firstbeat Analysis Method

- ✓ Firstbeat has more than 15 years of experience and expertise in heart rate variability analysis methods.
- ✓ The reference values utilized in Firstbeat analysis and lifestyle assessments are based on the results of 30 000 measured days and nights. The database is unique worldwide and can be used to provide accurate information about stress and recovery patterns.
- ✓ Firstbeat's innovative method has been awarded several patents in Europe and the USA.
- ✓ Firstbeat analysis is based on research about the functioning of the autonomic nervous system and various biosignals, conducted at the Universities of Jyväskylä and Helsinki and KIHU - Research Institute for Olympic Sports. Firstbeat continues research collaboration with several Finnish and international universities and research centers.
- ✓ For more information, see <http://www.firstbeat.fi/physiology/heart-beat-analysis>

# High performance coaching 2010

## Case: Moventas

- ✓ Moventas management team took part in Firstbeat High Performance Lifestyle Assessment in spring 2010.
- ✓ *"I believe that the wellness promotion project that we underwent helped us face a big change. The key staff had the strength to cope and ability to recover even during the bankruptcy process."* Maarit Herranen, Personnel Manager at Moventas.
- ✓ The project helped the key staff find the means with which an individual can affect his/her own health, coping and life management.
- ✓ *"The last nine months have been so tough that if we had not taken care of our well-being, we might not be here."* Mikael Laine, CEO of Moventas
- ✓ Herranen and Laine are satisfied that Moventas took concrete steps to promote well-being. The investment has shown up as improved quality and performance. *"With us, the promotion of well-being resulted in better management."* Maarit Herranen.
- ✓ Read the whole article here: <http://www.firstbeat.fi/work-well-being/success-stories/moventas>

# Lifestyle assessment 2010

## Case: Euromaster



- ✓ Finland's Euromaster belongs to the Michelin Group and is one of the leading tire companies in Finland, with over 70 service stations and 400 employees.
- ✓ App. 300 people took part in the lifestyle assessment. In addition, the participants were offered an opportunity to use a web-based fitness coach program.
- ✓ The project had a positive effect on the participants' exercise & fitness habits and weight management as well as on understanding the importance of taking regular breaks during the work day.
- ✓ Euromaster staff experiences:
- ✓ *The Lifestyle Assessment gave me important information about the effect of lifestyle on health and coping : YES 92%.*
- ✓ *I got good suggestions for concrete actions with which I can improve my coping/recovery, physical fitness and weight management. YES 89%.*
- ✓ *I plan to make some lifestyle changes: YES 91%.*

# Comments About Lifestyle Assessment

- ✓ *"During 40 years of working in the exercise field, Firstbeat heartbeat analysis was the 1st thing that really hit home since the arrival of heart rate monitors. It gives a totally new perspective to personal coaching. It has opened my eyes to how stressed and often overloaded the Finns are today."* **Matti Heikkilä, coach.**
- ✓ *"There was almost child-like excitement towards the results in our management team. The method was new and interesting. What's best, we realized that we can affect our well-being with fairly small changes."* **Mikael Laine, CEO, Moventas.**
- ✓ *"The best thing about the Firstbeat method is that it lets us in on the kind of information that simply does not exist otherwise; it really goes under the person's skin."* **Minna Ruckenstein, Consumer Research Centre.**
- ✓ *"Lifestyle assessment has been a good tool for us. It's easy to carry out and we don't need to bring groups of people somewhere to be measured; the devices are delivered directly to them. The instructions for the measurement process are clear. The information in the reports is transparent and useful. This fits in well with our world!"* **Liisa Tamminen, HR specialist, Fortum.**