

FIRSTBEAT



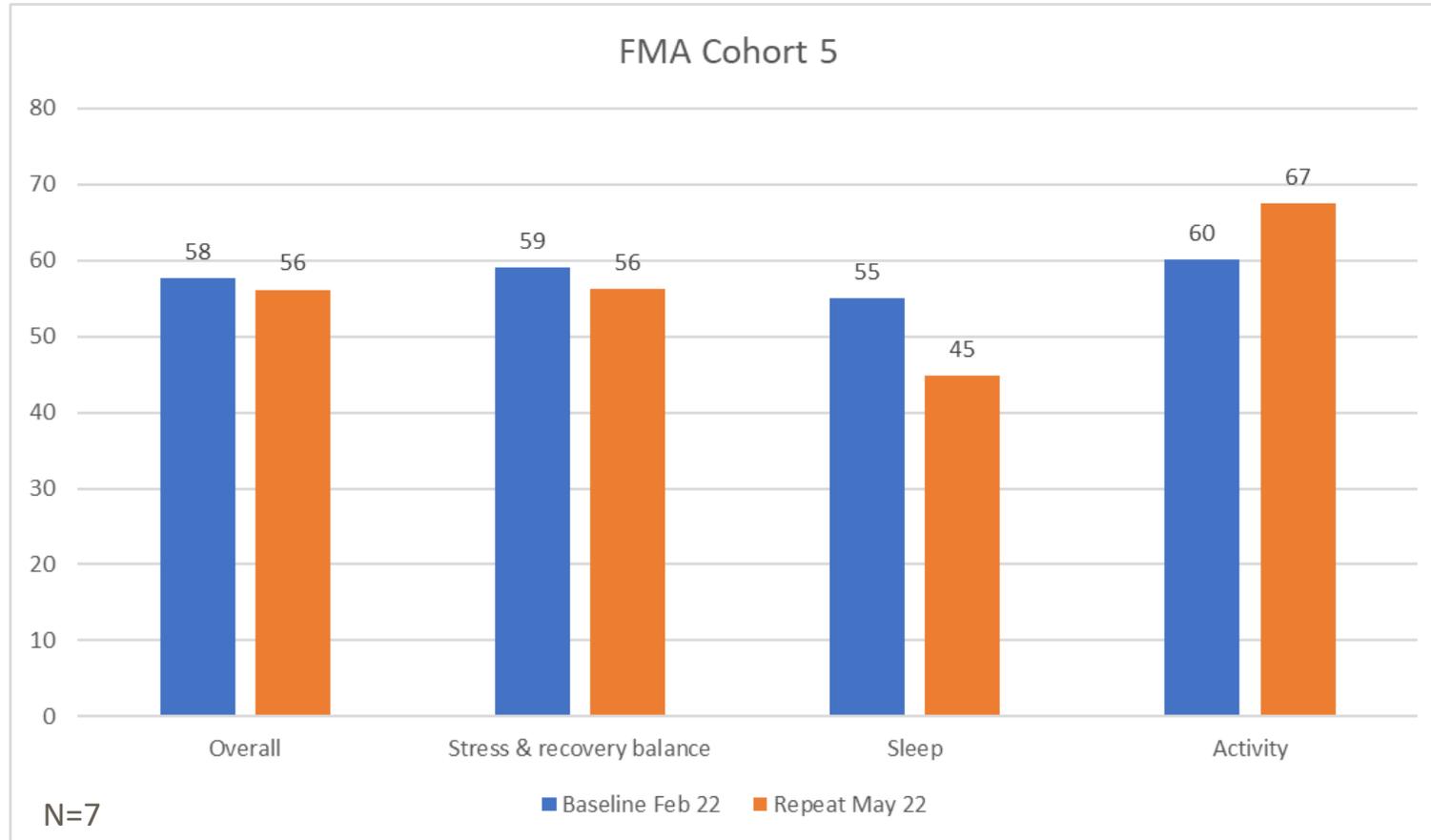
FIRSTBEAT TRANSFORMATION PROGRAMME
COMPLETION SEMINAR

AGENDA

- 01 Repeat assessment highlights (Feb vs May)
- 02 The power of lifestyle recap
- 03 Sustaining a healthy lifestyle
- 04 Firstbeat Life continuation
- 05 Participant experiences and feedback
- 06 Q&A



Firstbeat Assessment Results



YOUR PERSONALISED LIFESTYLE OPPORTUNITY



AWARENESS

Results stayed the same or did not lift as much as you expected

Good things take time

Balance the data with how you feel and put the spotlight on initial positive shifts!



FOUNDATION

Created some solid changes which translated in a good lift in some assessment scores

Expand to flourish

How can you use this positive energy to create momentum in other lifestyle domains?



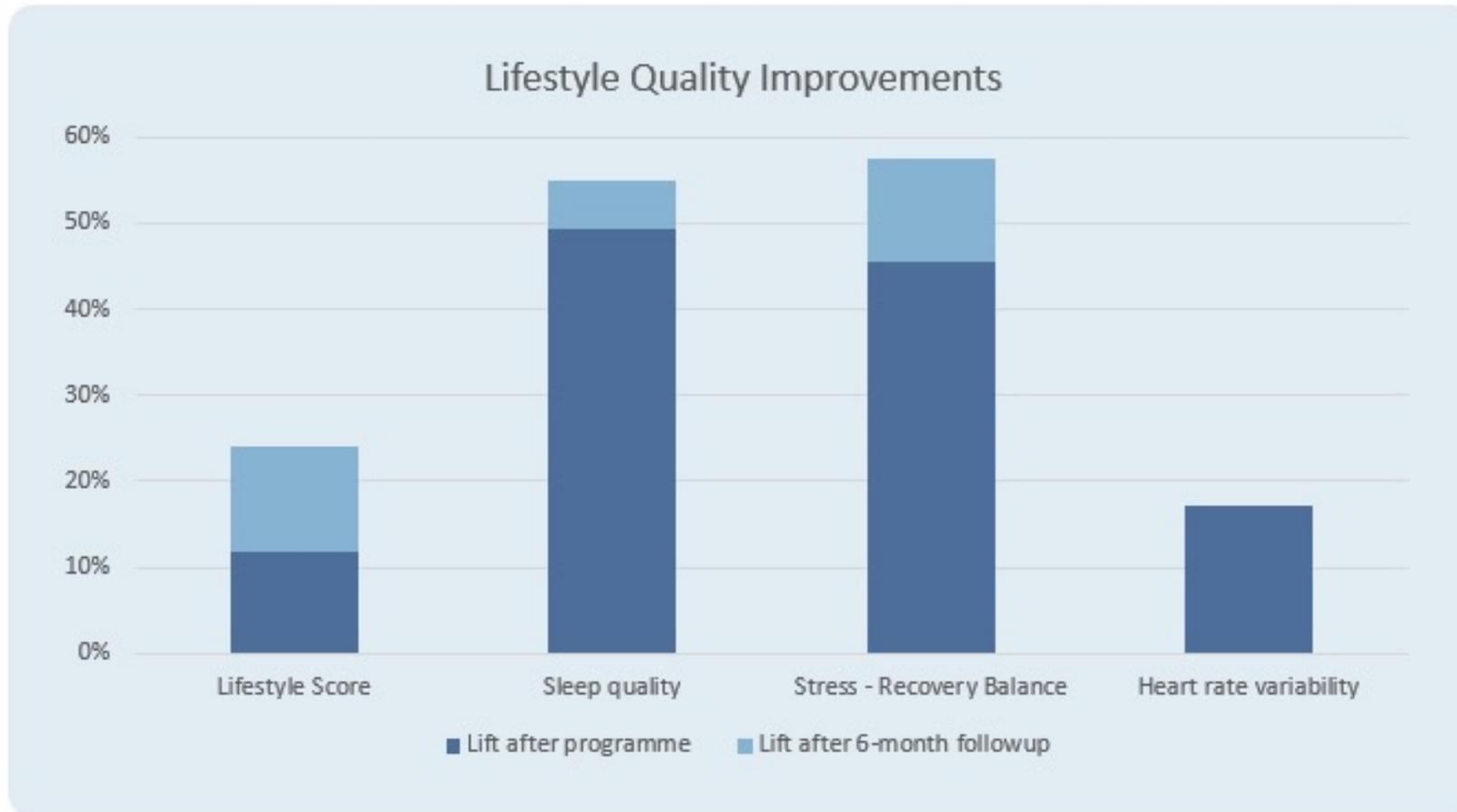
TRANSFORMATION

Generated a real transformation with a resulting turnaround in assessment scores

Consolidate to sustain

What steps do you need to take to consolidate and sustain your gains?

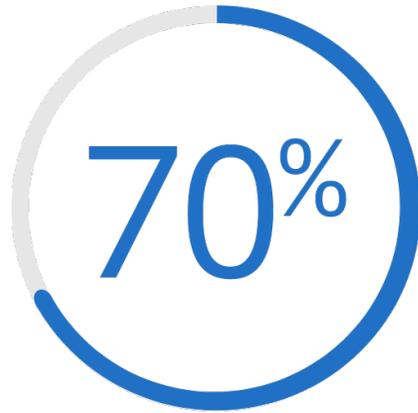
THE SNOWBALL EFFECT



Past participants not only sustained the gains made but further lifted them at six-month follow up!

“Business case” for finetuning your lifestyle

The modern living reality



Lifestyle related conditions are now responsible for about 70% of deaths worldwide
(World Health Organisation)

60%
to
80%

About 60% to 80% of doctors' visits have a stress-related component
(JAMA Internal Medicine)

8
— —
10

Lifestyle as medicine can prevent 8 out of 10 modern living health issues
(Australasian Society for Lifestyle Medicine)

Beyond physical health: mind-body connection



Psychological experience



Emotional self-regulation



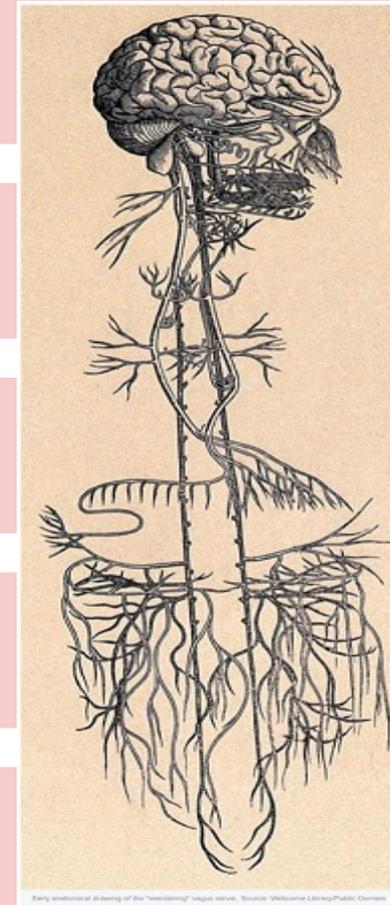
Cognitive performance



Social engagement



Cognitive ageing



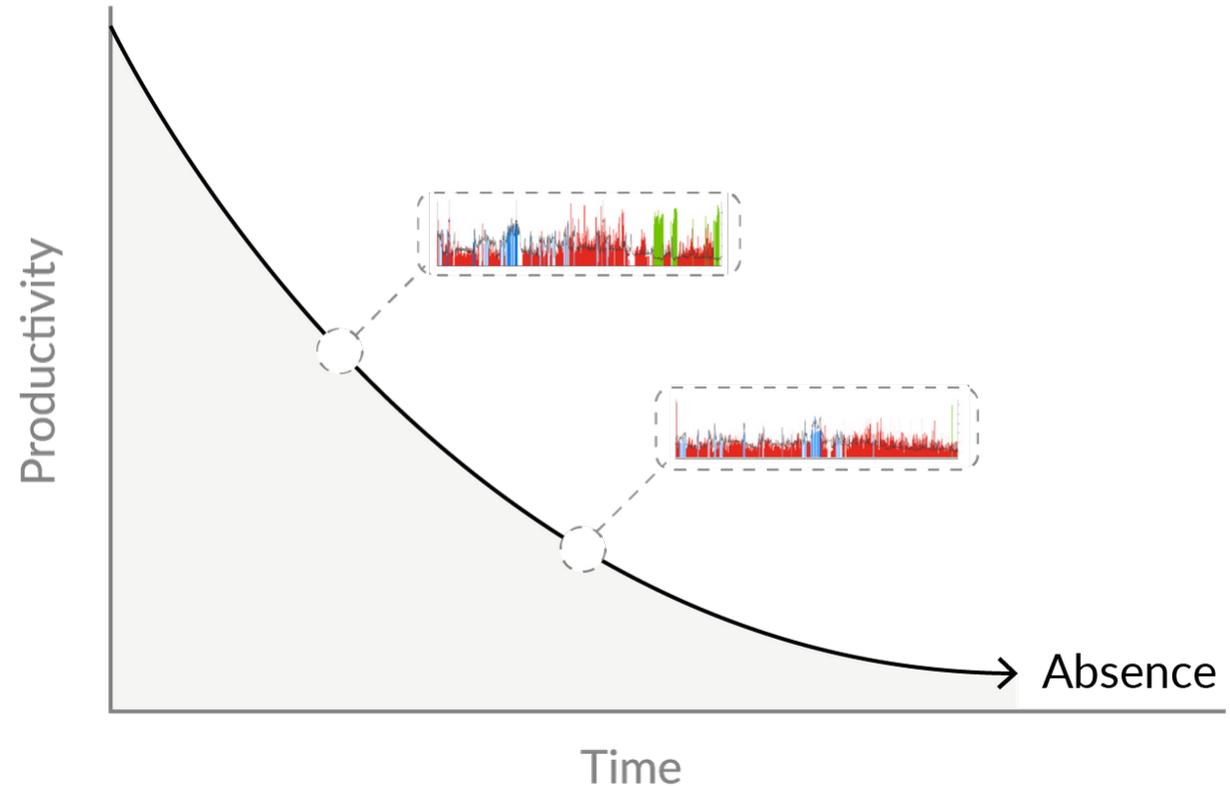
Early anatomical drawing of the "transmission" of the nerve. Source: Wellcome Library/Public Domain

“Fifty percent of psychology sits below the neck”

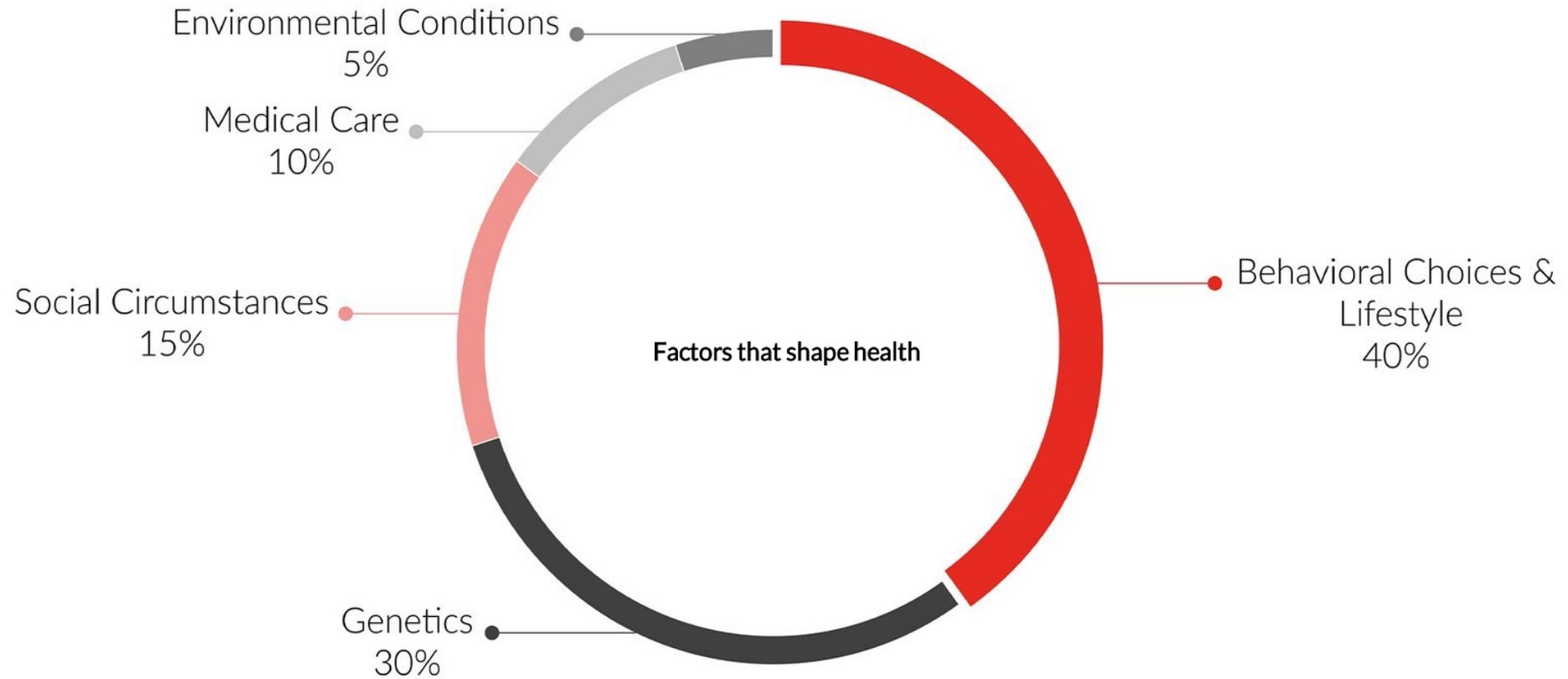
- Dr Martin Seligman

Lifestyle directly influences productivity

- 30% of working professionals have poor recovery: less than 60% of their sleep includes recovery.
- More than 30% of workdays have 0 minutes of recovery.
- Productivity decreases by 5-33% when you work when fatigued.



The power of lifestyle



McGinnis & al, 2002

Source: McGinnis et al (2002). The Case For More Active Policy Attention To Health Promotion. Health Affairs, 21 (2): 78-93

“BOTH + AND” Choice model

Modern living:

Live life to the fullest and leverage the advantages and progress modern living offers us

BOTH

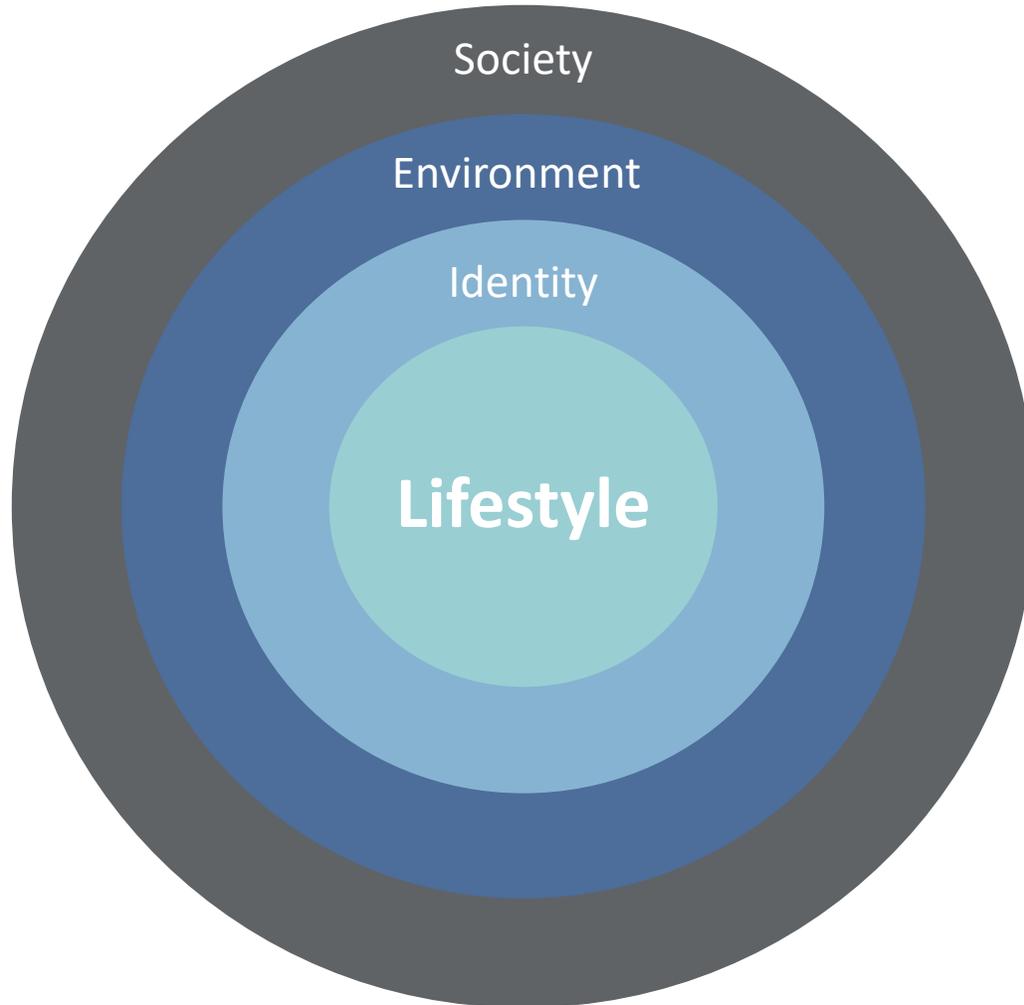


Ancestral living:

While adopting key lifestyle elements of our ancestors to allow our ancient psychophysiology to function optimally

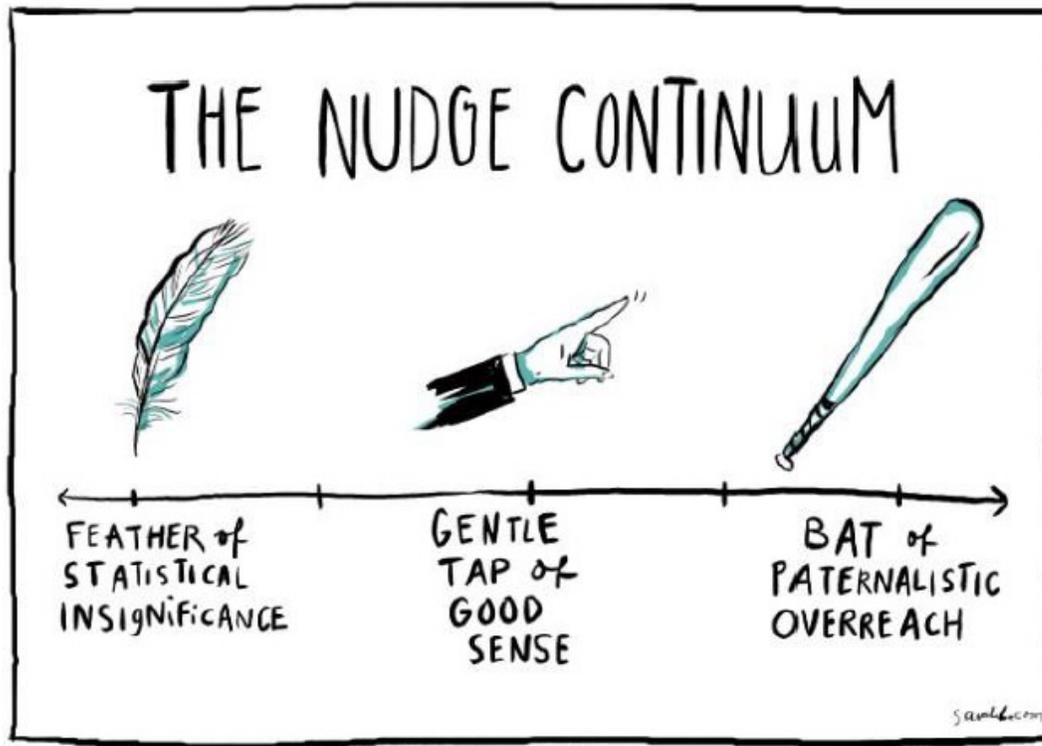
AND

Who shapes our lifestyle?



*“Helping individuals to identify 'healthy lifestyle choices' is only half the story because **these choices are the product of our sense of identity, our environment and society.**”*

- Adapted from Australasian Society of Lifestyle Medicine



What is one home environment change / nudge that is key to sustaining your new lifestyle routine(s)?



What is one “modus operandi” shift within your team or organisation-wide you can collectively advocate for?

Our environments (home, work, social) nudge us toward or away from good lifestyle choices

Sustaining lifestyle change – the power of WE

- **Brief, frequent contact with someone who cared about your health and wellbeing** (such as an accountability partner) was an effective strategy at encouraging long term sustainable lifestyle change. Brief, frequent contact was 15- minutes each fortnight.
- Those with the greatest lifestyle changes (fitness, weight, blood pressure, lipid profile, insulin sensitivity) **formed active and strong communities and partnerships that lasted well beyond the 2-year study.** Many formed friendships for life.

Why was our programme successful? It is hard to disentangle what was and wasn't effective, but collectively we utilised health care professionals who were really invested in the health and wellbeing of participants, personalised data was fed back to participants to support change and we leveraged support/ community groups.

ILLNESS ⇒ **WELLNESS**

[Sustainability of lifestyle changes following an intensive lifestyle intervention in insulin resistant adults: Follow-up at 2-years - PubMed \(nih.gov\)](#)

[Determining optimal approaches for weight maintenance: a randomized controlled trial - PubMed \(nih.gov\)](#)

THE JAR OF LIFE ANALOGY

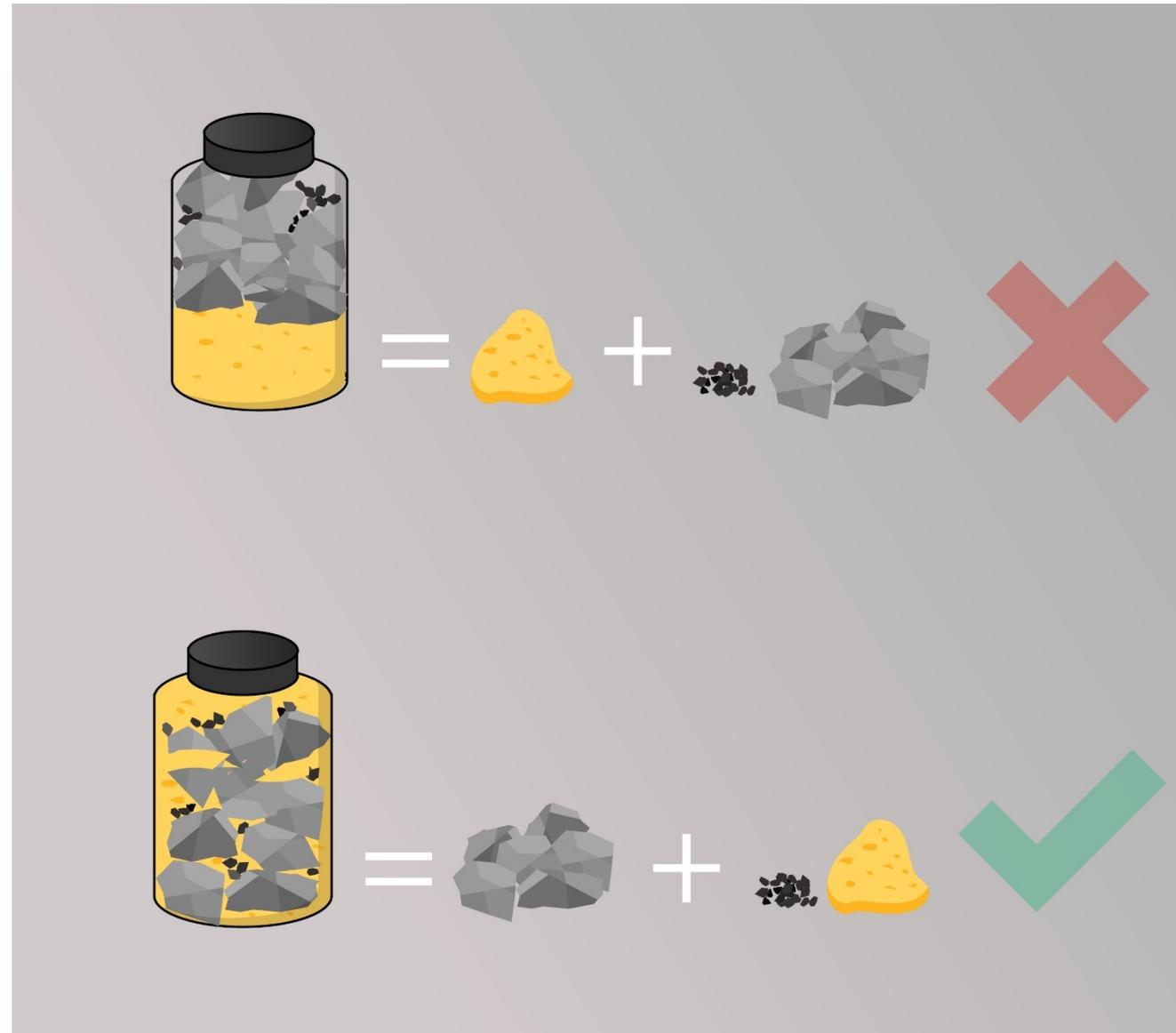
The teacher looked intently back at the students and asked, "What is the point of this illustration?"

One student said, "You can always fit more things into your life if you really work at it hard."

The teacher said "That's true, but it's not the point."

He said, "The point is, if you don't put the big rocks in first..... would you have gotten any of them in?"

WHAT ARE YOUR BIG WELLNESS ROCKS & HOW WILL YOU MAKE SURE THEY GO IN FIRST?



You have identified your critical few big wellness rocks. So they must be important to you...

But why?

What is the higher level benefit, value, aspiration or purpose that's ultimately the reason why you are wanting or needing to sustain those wellness rocks?

In other words, what is really important to you that you can't access / retain / achieve without those wellness rocks?



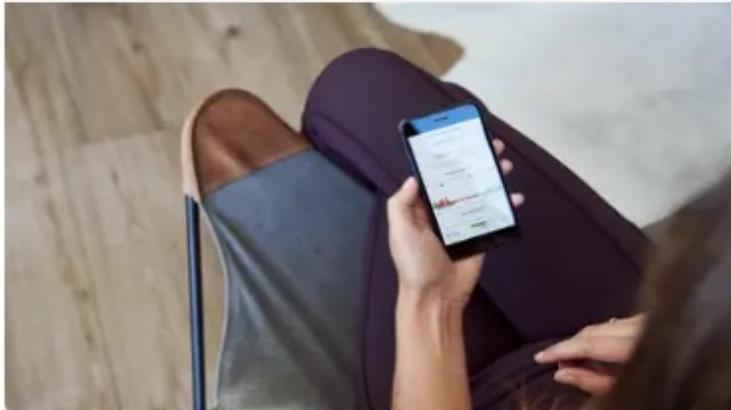
"Once I get more recovery during sleep, I will feel more rested and energised so that I can take on the study I have been wanting to do for the last five years. This will enable me to role model to my kids the important value of life-long learning"

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Firstbeat Life Guides & Electrode Ordering



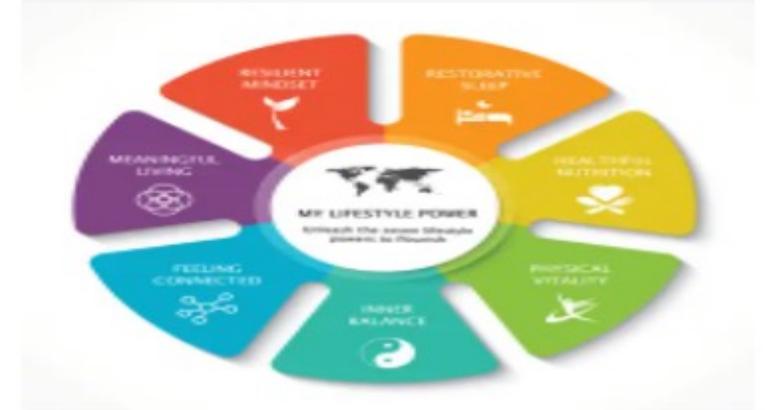
All Courses

Living a healthy lifestyle



All Courses

The Seven Lifestyle Powers



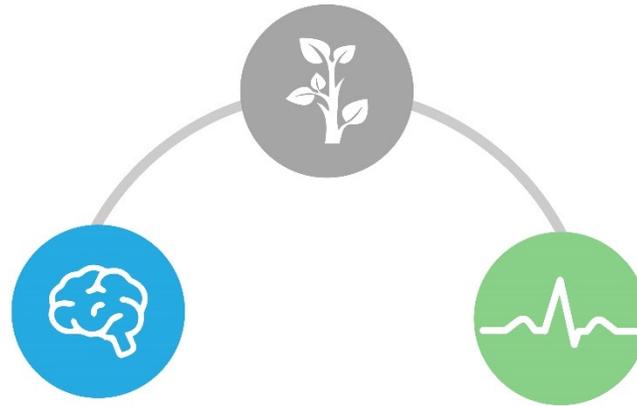
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