

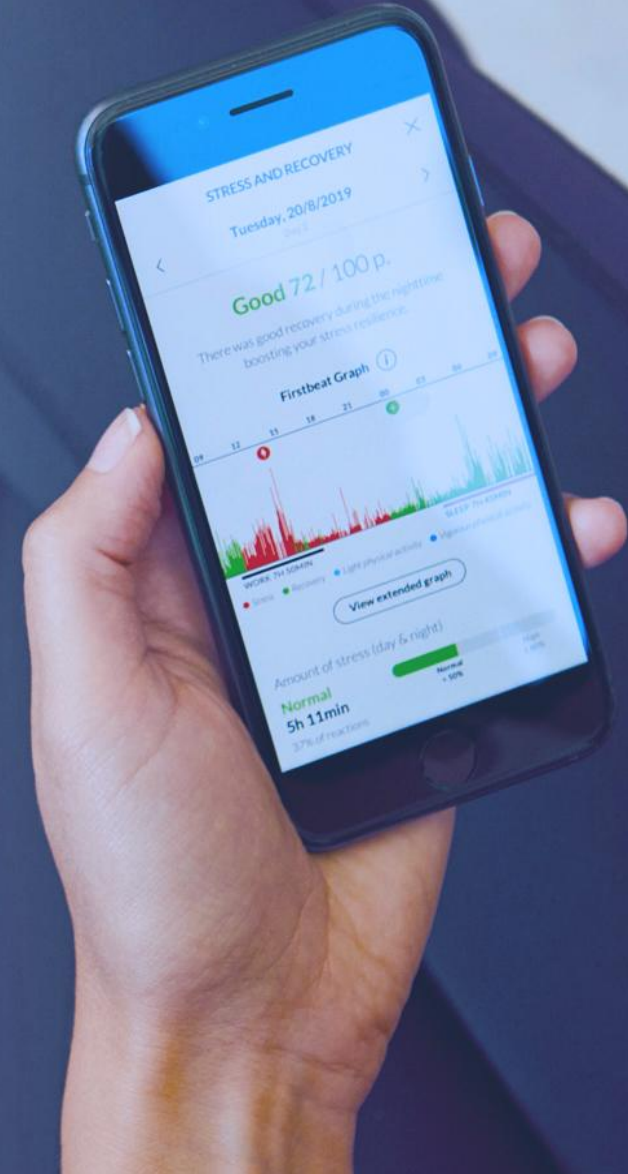


Transformative
Insights

Firstbeat Wellness Programme

Webinar 1: Kick-off

re
calibrate
FUTURE HEALTH, NOW



Agenda

Introducing the team

The Why

Programme overview

Firstbeat measurements

Q&A



Introductions



Ree George
Health & Mental Health
Coach



Amanda Balcombe
Health & Mental Health
Coach



Angela Byelich
Health & Mental Health
Coach



Erik van den Top
Programme Manager



Stephen Roigard
Health Coach & Naturopath

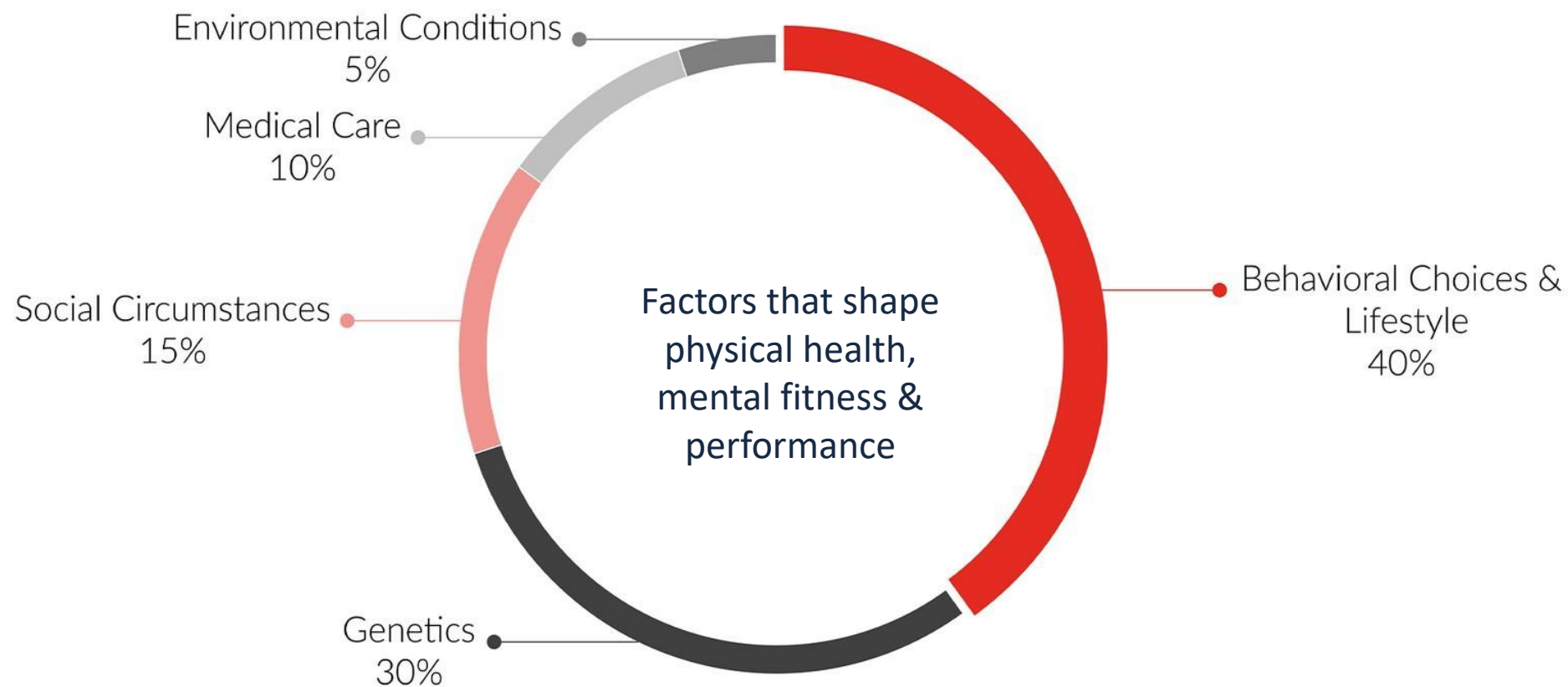
In the chat box:

What attracted
you to the
programme?

or

What would you
like to have
achieved by the
end of it?

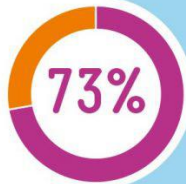
The power of lifestyle



McGinnis & al, 2002



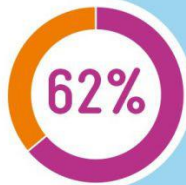
KNOWLEDGE BEHAVIOUR



73% know that looking at screens just before bed makes it harder to fall asleep well



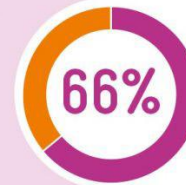
94% use a device in the hour before bedtime



62% know that consuming drinks that contain caffeine a few hours before sleep negatively affects the quality of sleep



66% consume drinks with caffeine a few hours before bed



59% know that when you consume alcohol before sleep, you will sleep less well



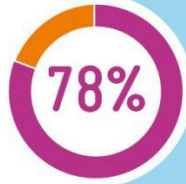
68% consume alcoholic drinks a few hours before bed



93% know that when you are active during the day, you will sleep better



53% are not active enough during the day

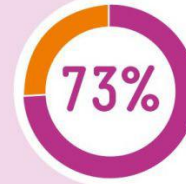


78% know that keep the same sleep schedule in the weekend, as during week, helps to sleep better



73% do not get up at the same time everyday

67% do not go to bed at the same time everyday



“There is a large divide between *knowing* and *doing*”

Programme aim



WHERE

Where are you at in terms of your physical health, mental fitness & performance



Data insights



WHAT

What specific lifestyle investments are impactful for you

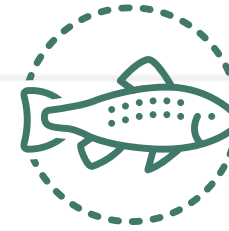


Personalisation



HOW

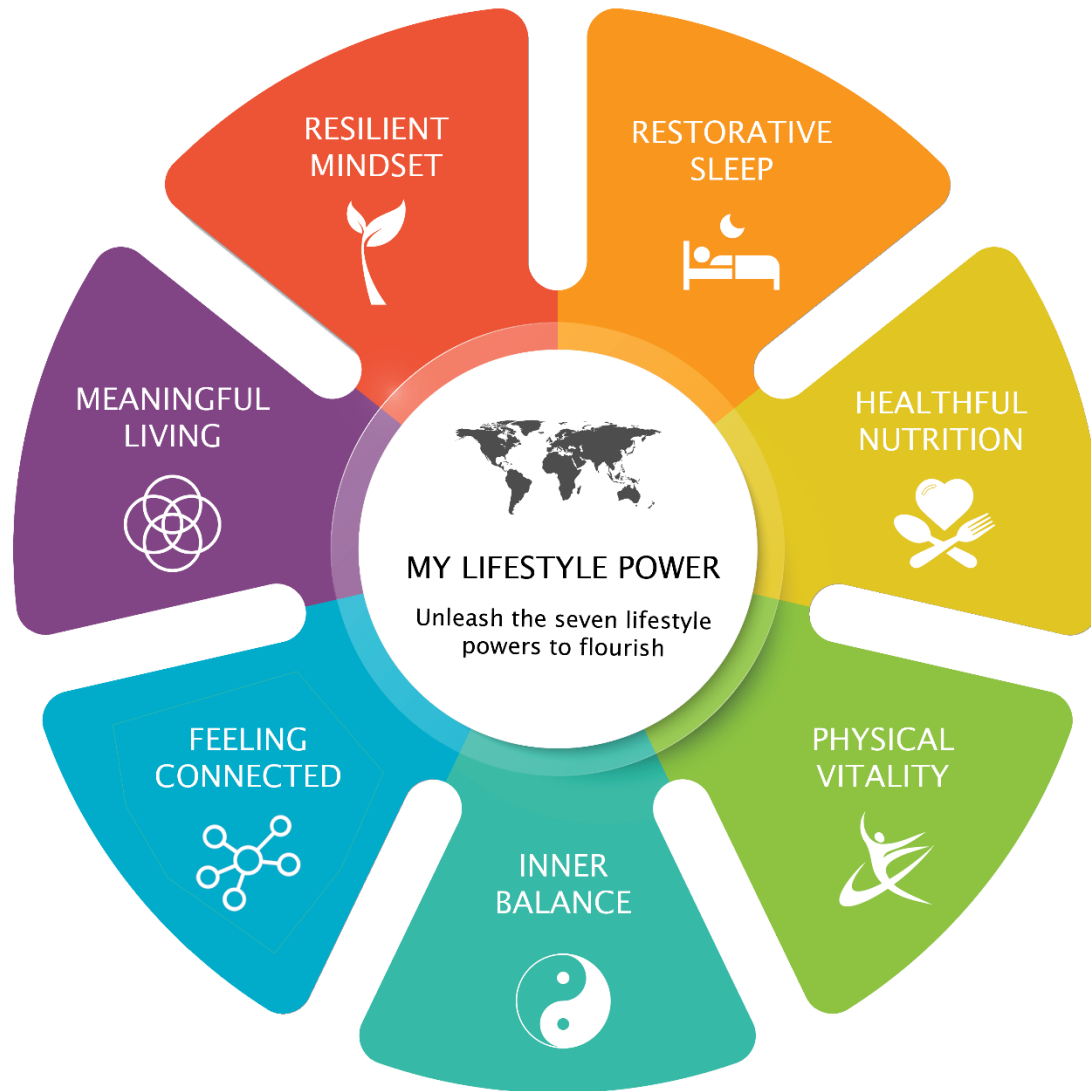
How can you make & sustain positive changes



Stickability



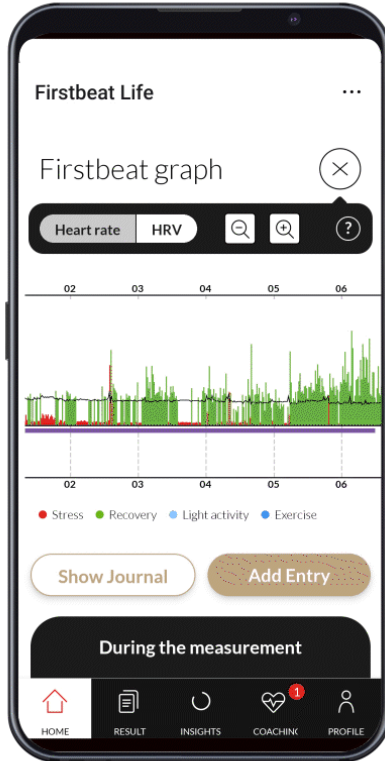
The seven lifestyle powers



Plus avoid unhealthy lifestyle behaviours

- Avoid alcohol all together or minimise alcohol consumption to one or two standard drinks per sitting with at least four alcohol free days each week.
- Avoid smoking, all other tobacco use, and all e-cigarette / vaping products.
- Avoid the consumption of all forms of drugs.
- Avoid sitting for longer than 90 minutes at a time and do not sit for longer than a total of 6 hours per day.
- Take a 15-minute break from screens during work / study activities every 90 minutes and limit recreational screen time (outside of work / study activities) to less than two hours per day.

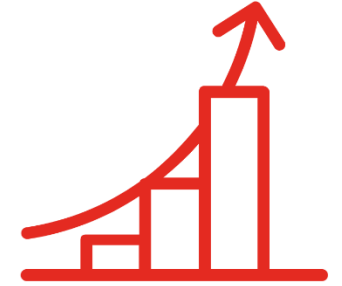
What is included?



Firstbeat Life™
*Personalised and
objective data insights*



Health Coaching
*Three Individual sessions
with a certified Health Coach*



Sustained lifts
Habit change science



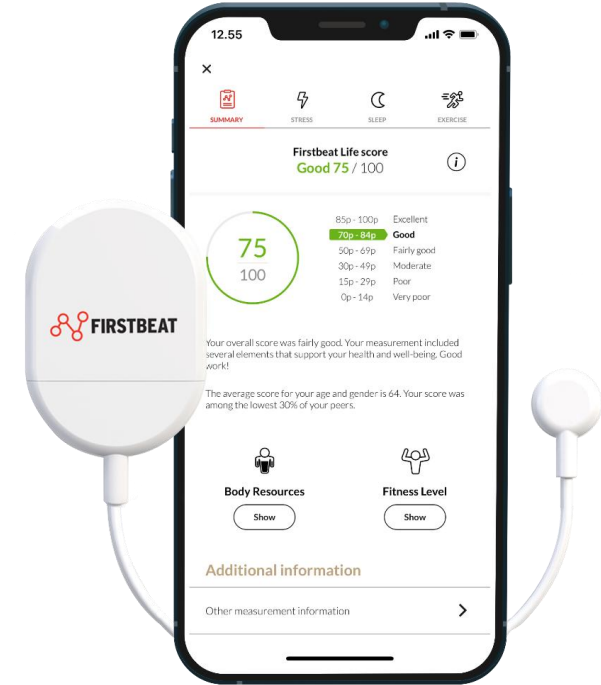
Online resources
*Enhance knowledge &
practical tools*



Live online webinars
*Interactive learning & leveraging
the **WE** in **Wellness***

Firstbeat Life™ measurements

- **First measurement:**
 - 3 work + 2 weekend days
 - Take time to read the (brief) instructions
 - Stay in your normal routine as much as possible
 - Ignore the real-time data
 - When measurement is finished: Click **Analyse measurement**
- What to do when unwell – first versus subsequent measurements
- Journal and **fitness walk**
- Electrode types & skin care
- Firstbeat email(s)
- Support: info@transformative-insights.com
- Regular measurements (experimentation) and repeat measurement at end of programme
- Three month subscription: 10 July to 9 October
- Device return



General use



Intensive Exercise



Firstbeat Life

Reliable and accurate personal data helps you understand the impact of lifestyle routines & choices.

Stress and recovery balance



The score reveals whether you have enough recovery in your day in relation to the amount of stress.

Health effects of physical activity

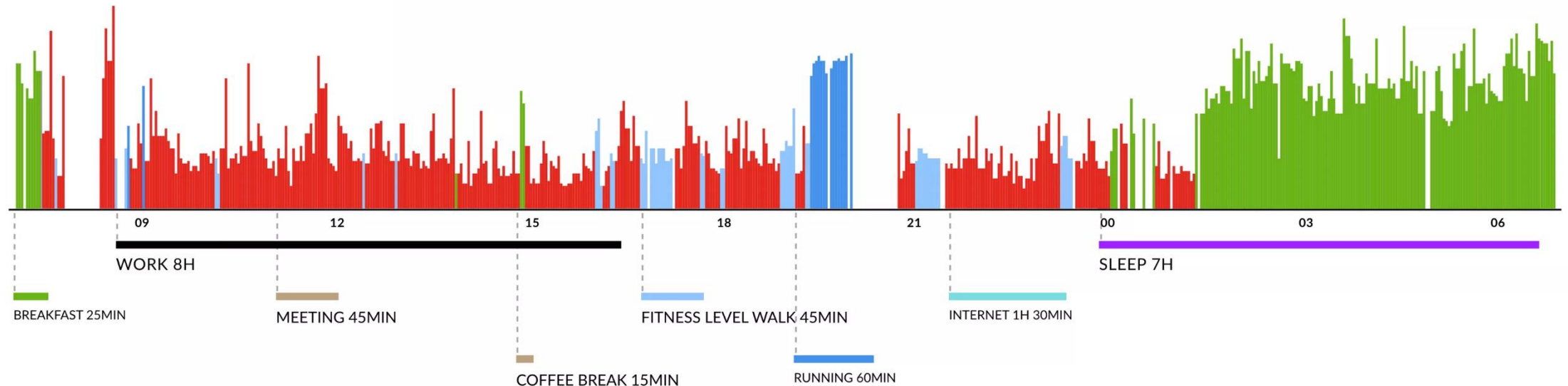


The score reveals whether you had enough physical activity this day to provide good health benefits.

Restorative effect of sleep

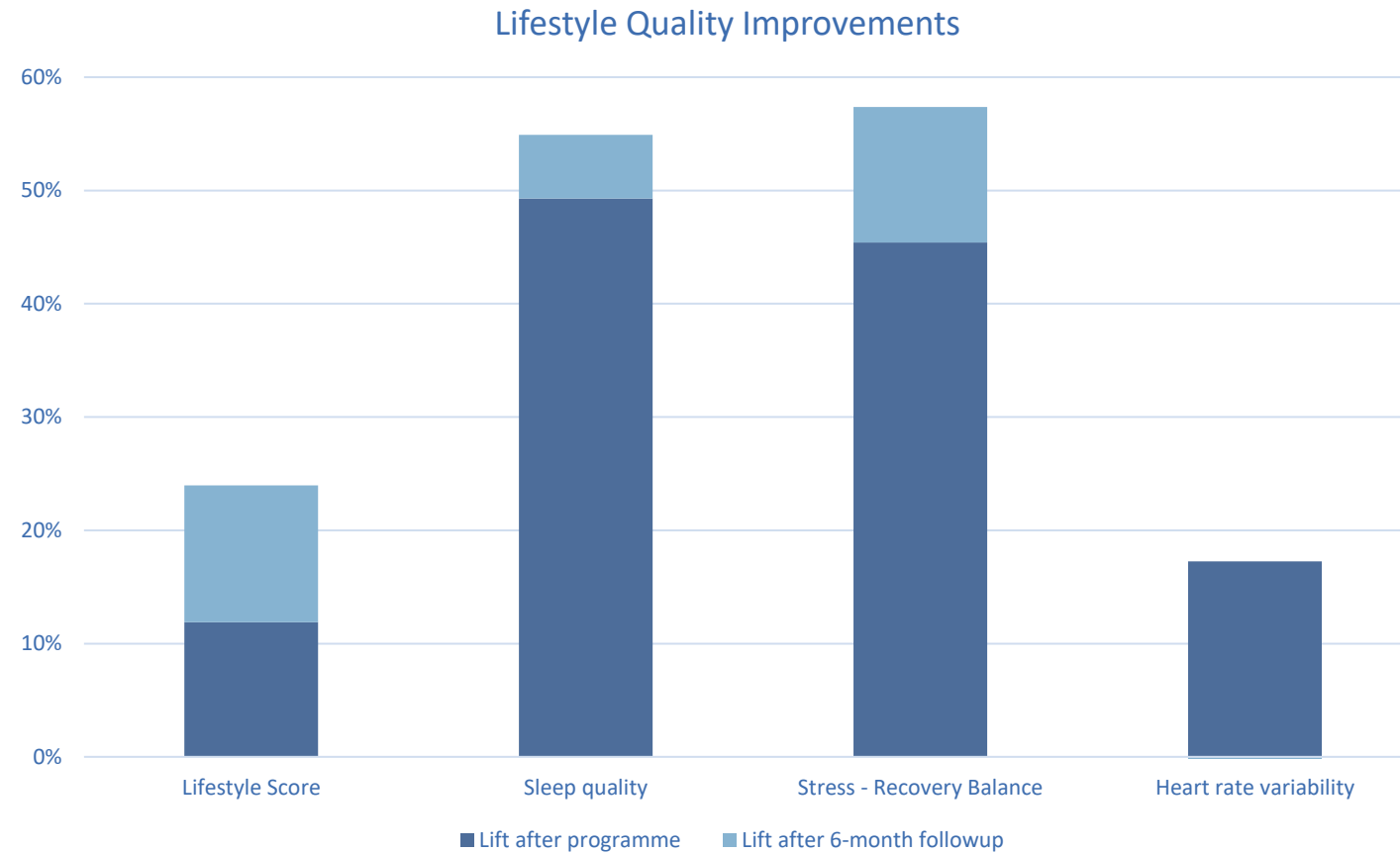


The score reveals how well you actually recover during the sleep period.



● Stress ● Recovery ● Exercise

Past Participant Achievements

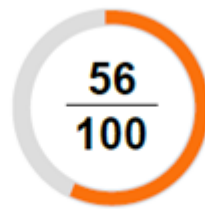


~~Metamorphosis~~

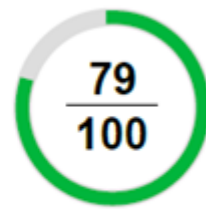
Small adjustments = BIG impact

With only a handful targeted lifestyle changes:

LIFESTYLE
ASSESSMENT
SCORE



12/2019



05/2020



Take micro-recovery breaks during the day











Adopt a good sleep practice



Avoid late afternoon / evening exercising

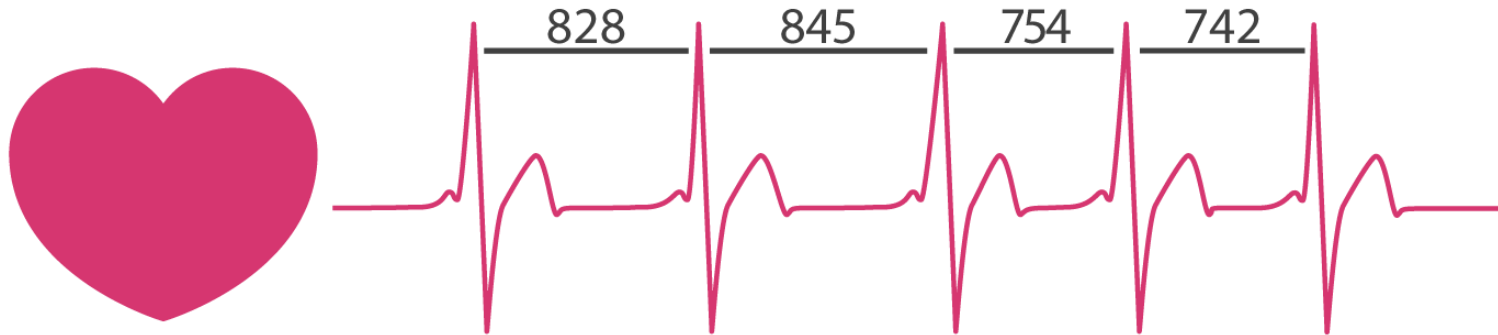
Timeline & landing page

[Click here to access the landing page](#)

 Kick-off session Thursday 10 July 10:00am - 11:00am	 Firstbeat Life Measurement Complete in July	 Habit change webinar Thursday 24 July 10:00am - 11:00am
 Physical vitality webinar Thursday 7 August 10:00am - 11:00am	 Balance webinar Thursday 21 August 10:00am - 11:00am	 Sleep webinar Thursday 4 September 10:00am - 11:00am
 Nutrition webinar Thursday 18 September 10:00am - 11:00am	 Firstbeat Life Measurement Complete in September	 Sustaining change webinar Thursday 16 October 10:00am - 11:00am

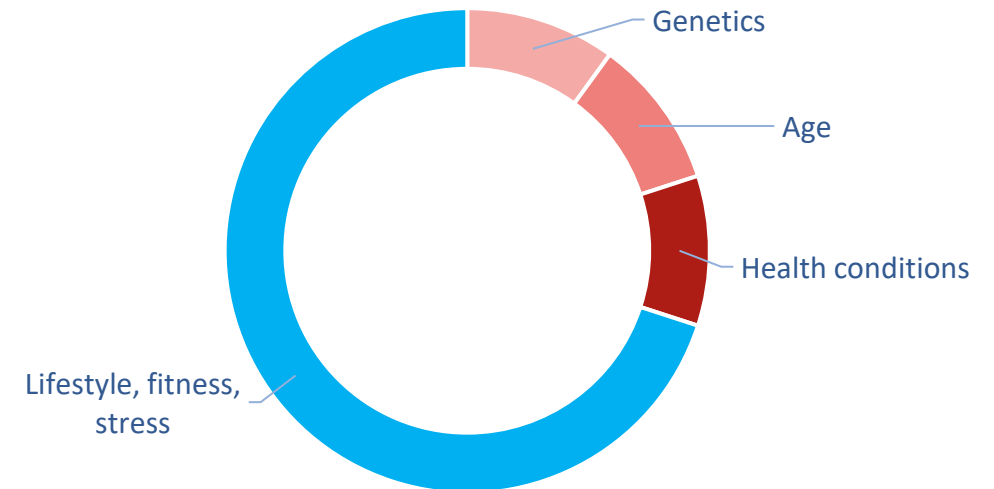


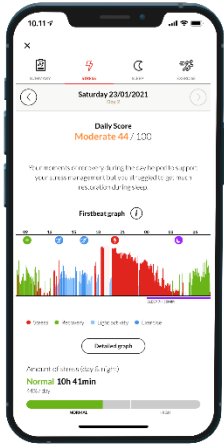
Heart Rate Variability



Heart rate variability (HRV) reflects the functioning, balance and resilience of all our regulatory processes. These processes keep us in tune and help us adjust to demands and changes. They all operate at varying frequencies (e.g. circadian rhythm has a 24 hour cycle) and together they create a complex pattern of variability in our heart rate rhythm (controlled chaos).

Factors that influence HRV
≈70% directly under our control





Regular Firstbeat Life measurements

Use data and our personalised advice to inform lifestyle adjustments

Critical Success Factors



Apply the 80/20 principle

Take a targeted approach (informed by the data) and start small. Small changes can be sustained and add up to a big difference in your health, wellbeing & productivity

Wellness

Leverage the WE in Wellness

Attend the webinars, tap into the support of other participants, organise an accountability partner, get your family and team involved to make changes to your environment.

**You do not rise to the level of your goals.
You fall to the level of your systems.**

JAMES CLEAR
Atomic Habits

Develop an effective habit system

Make use of the evidence-based habit change strategies





**Transformative
Insights**

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