



Transformative  
Insights

# Firstbeat Wellness Programme

Webinar 1: Kick-off



**re**  
*calibrate*  
FUTURE HEALTH, NOW

 **FIRSTBEAT**  
CERTIFIED PROVIDER

# 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



**Sarah Ahern**  
Health Coach



**Angela Byelich**  
Health & Mental Health  
Coach



**Kirsten Rose**  
Health Coach



**Erik van den Top**  
Programme Support

In the chat box:

What attracted  
you to the  
programme?

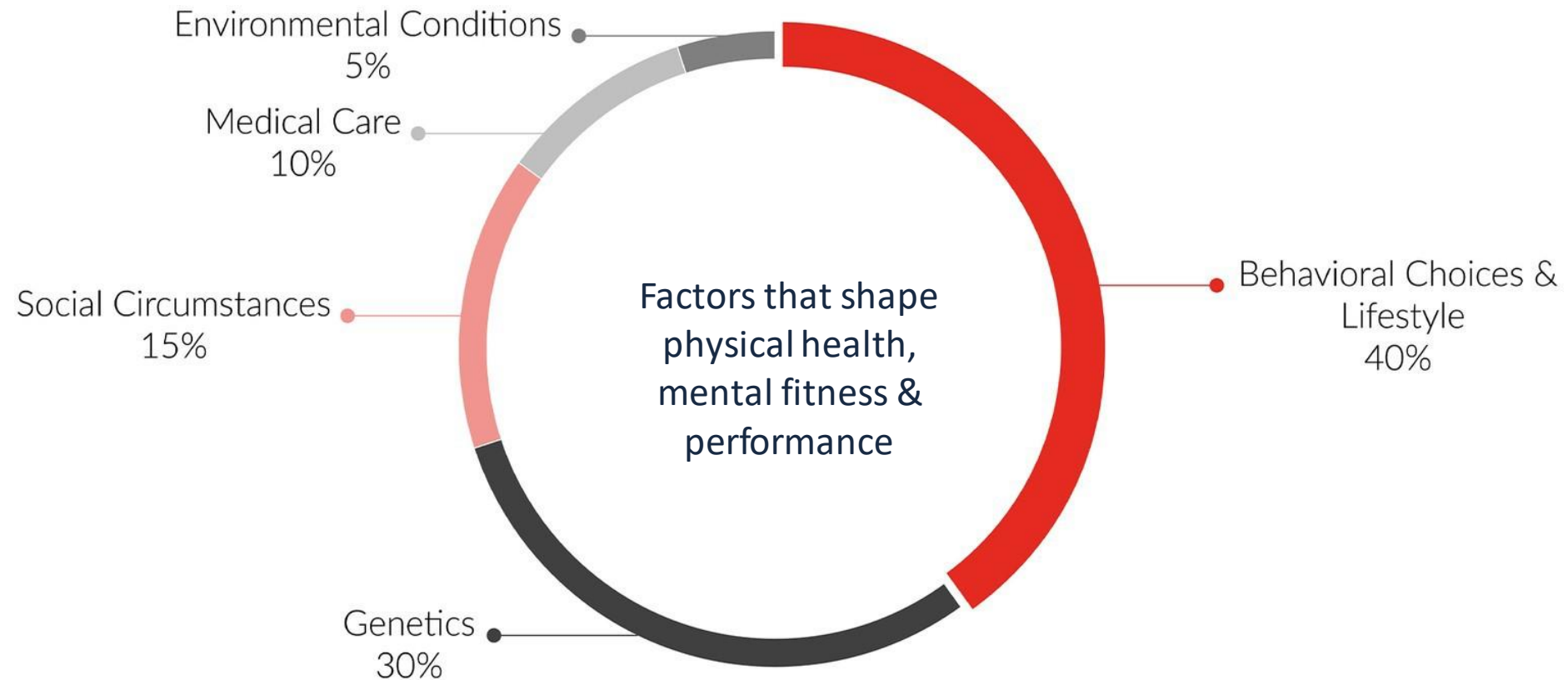
or

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



**Sophia Wells**  
Programme Manager

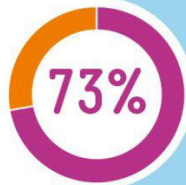
# The power of lifestyle



McGinnis & al, 2002



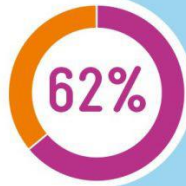
# KNOWLEDGE      BEHAVIOUR



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



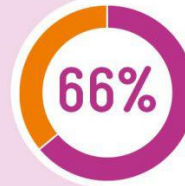
94% use a device in the hour before bedtime



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



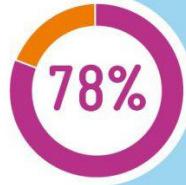
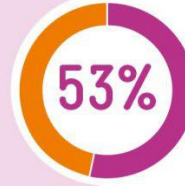
68% consume alcoholic drinks a few hours before bed



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



53% are not active enough during the day

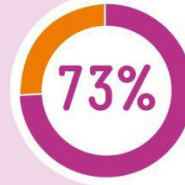


78% know that keep the same sleep schedule in the weekend, as during week, helps to sleep better



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*

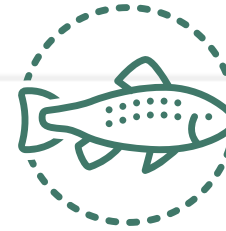


**Personalisation**



## HOW

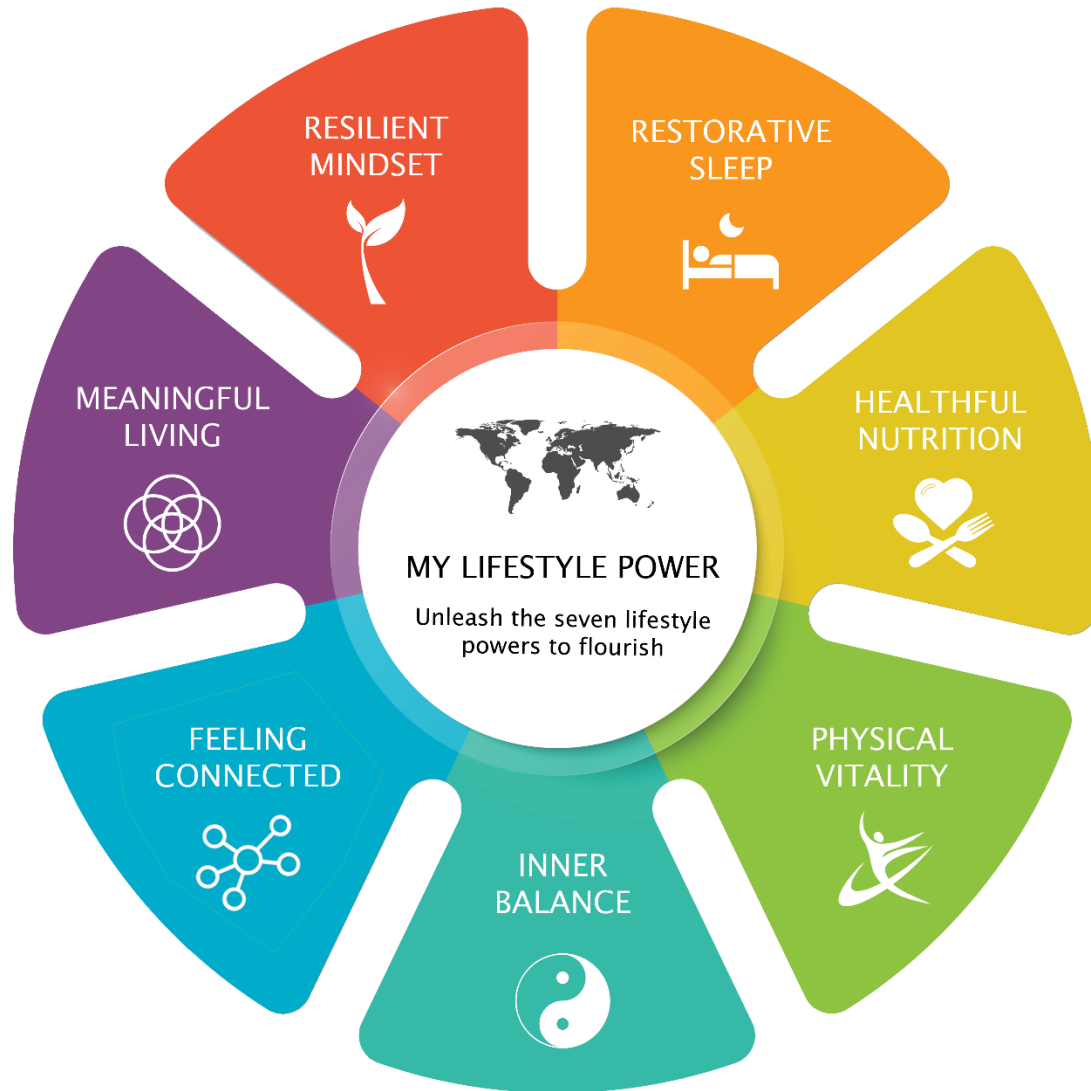
*How can you make & sustain positive changes*



**Stickability**



# The seven lifestyle powers

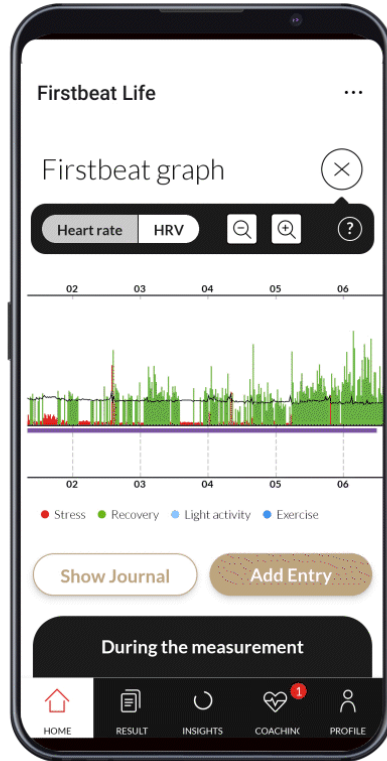


Plus avoid unhealthy lifestyle behaviours

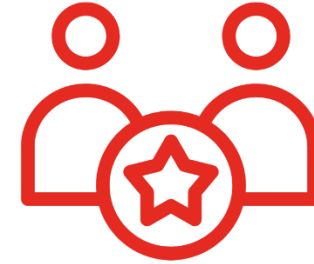
- Avoid alcohol all together or minimise alcohol consumption to one or two standard drinks per sitting with at least four alcohol free days each week.
- Avoid smoking, all other tobacco use, and all e-cigarette / vaping products.
- Avoid the consumption of all forms of drugs.
- Avoid siting for longer 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.



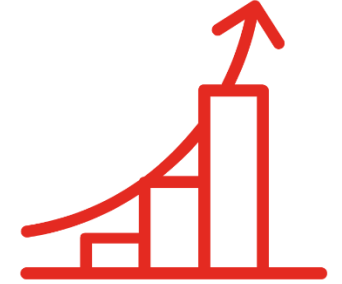
# What is included?



**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*



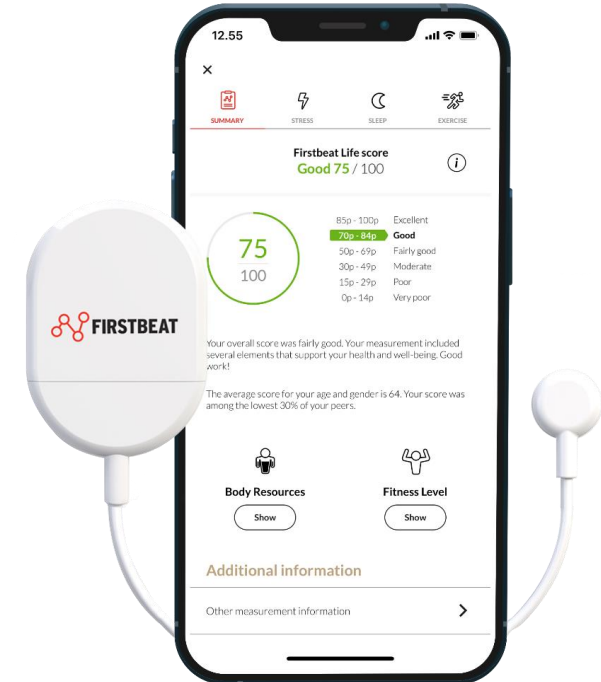
**Live online webinars**  
*Interactive learning & leveraging  
the **WE** in **WE**llness*





# 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](mailto:info@transformative-insights.com)
- Regular measurements (experimentation) and repeat measurement at end of programme
- 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

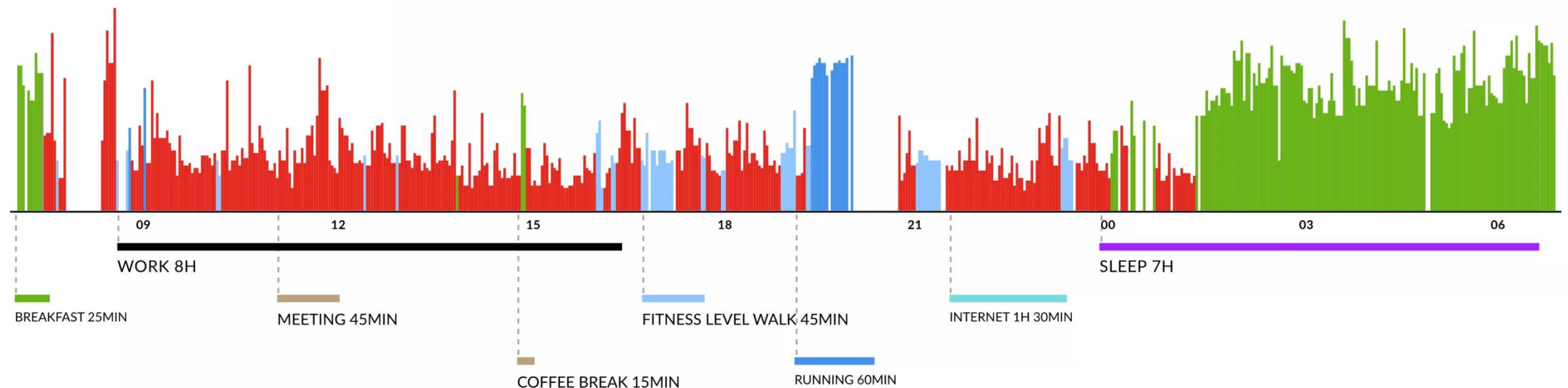


The score reveals whether you had enough physical activity this day to provide good health benefits.

## 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

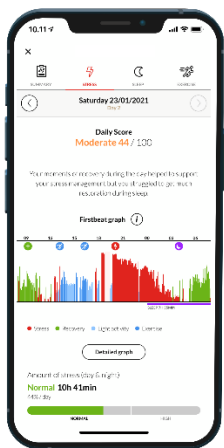


# Timeline & landing page

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

		
<b>Kick-off session</b>	<b>Firstbeat Life Measurement</b>	<b>Habit change webinar</b>
Thursday 15 February 11:00am - 12.00pm	Complete between 16 February - 01 March	Thursday 29 February 11:00am - 12.00pm
		
<b>Physical vitality webinar</b>	<b>Sleep webinar</b>	<b>Balance webinar</b>
Tuesday 12 March 11:00am - 12.00pm	Tuesday 26 March 11:00am - 12.00pm	Tuesday 9 April 11:00am - 12.00pm
		
<b>Nutrition webinar</b>	<b>Firstbeat Life Measurement</b>	<b>Sustaining change webinar</b>
Tuesday 23 April 11:00am - 12.00pm	Complete between 01 April to 10 May	Tuesday 21 May 11:00am - 12.00pm





### **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*

Q&A



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[info@transformative-insights.com](mailto:info@transformative-insights.com)

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