

A GUIDE

TO SUPPORTING MODERN

WORKFORCE



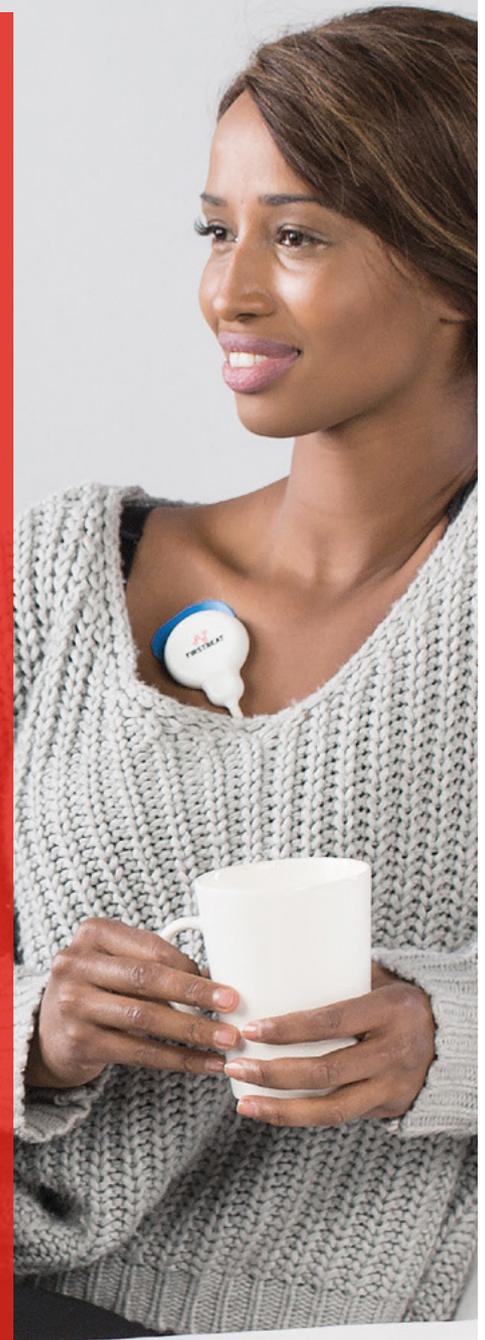
ANTICIPATE

LEAD WITH DATA

CREATE RESULTS

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INVESTING IN WELL-BEING IS INVESTING IN THE FUTURE

Do you still believe that the only way to improve well-being at work is to change working conditions and methods? Does it frustrate you that electric desks, stress balls and mini workouts during breaks have not improved work efficiency? Does the mere thought of the most recent financial statement make you go weak at the knees? If your answer is yes, then hold on to your seat, because the following information might shock you.

Well-being is determined 40% by lifestyle and 30% by genetics.¹ The remaining components include working conditions and other environmental factors, health care and social situations. You cannot change your genetics, but you can change your lifestyle. Yesterday's choices become today's reality – so make smart choices!

If made frequently and regularly, trivial-seeming choices can have a significant impact on how you cope at work and during leisure. You don't have to carefully weigh each choice – the key is to be aware of the impact of your daily choices on your body and mind. In order to make better choices and thus improve your well-being, you need a tool to advise you on how your body reacts to different situations in your everyday life and at work. That tool is right here. It's called Firstbeat Lifestyle Assessment.



The smartest companies have already realised that the Firstbeat Lifestyle Assessment is the easiest way to find out how a certain part of their personnel or the whole group is actually doing. Should your company move from guesswork to facts, too?

Juho Tuppurainen,
Vice President of Firstbeat

¹McInnis et al (2002). The Case For More Active Policy Attention To Health Promotion. Health Affairs, 21 (2): 78–93.

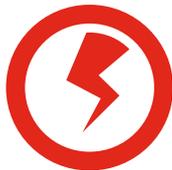
THE BUILDING BLOCKS OF RESILIENT WORKFORCE

Do you ever get the feeling that the world is constantly changing? That's because it is, and the way we work is changing with it. Work is now more static than ever, and most tasks consist of putting your brain into gear in front of a computer. There are less breaks while the pressure to deliver and the sense of urgency have only increased. Continuous changes and the blurring distinction between work and spare time also tend to heap stress on employees even further. This is why having staff that handle mental strain well is an amazing competitive advantage for companies – it really can help you stand out against competitors.

A resilient workforce where well-being is appreciated is now a better understood concept than in previous decades. Company philosophies have progressed, too. Forward-thinking companies now appreciate employee satisfaction and the fact employees feel their work is meaningful. When it comes to an employee's work ability, company decision-makers have previously lacked the means to understand, and respond to, the challenges posed by modern life. But not anymore. Firstbeat Lifestyle Assessment for Corporations arose from a real need to improve working life.

What are the elements of modern work ability?

Work ability is based on sleep, recovery and physical activity. Having these factors in balance creates resilience, which refers to an ability to adapt and to manage various difficult or stressful situations more successfully. Sleep is the most important of these three elements, as it determines how the next day will turn out. According to sleep specialist Henri Tuomilehto, the daily well-being of mind and body is based on successful recovery, and successful recovery, in turn, is based on sufficient high-quality sleep. Sleeping is really like saving money for the future – sleep well, work well!



**Manage
your stress**



**Improve your
recovery**



**Exercise
right**

**See pages 5–6 for more
information about the
three key components of
work performance.**

A SMALL ISSUE IS STILL AN ISSUE

Even small things can affect work performance. According to some, seemingly negligible ailments like a tension headache or allergy symptoms do in fact decrease performance significantly. The performance of employees suffering from these 'small problems' can be compared to driving a car with only one headlight. Below we share with you the costs of small choices in Finland (population 5,5 million). Do you even dare to think how much the costs are in your country?



Driving with only one headlight warrants a warning from the police for safety reasons, but employees with comparable problems often go unnoticed. It wouldn't hurt to pay a bit more attention, because the work performance and productivity of an employee in this position is only half the normal rate. A 'negligible' ailment can still result in significant costs:



INSOMNIA

€15 million per year²



SMOKING

€220 million per year⁶



INSUFFICIENT PHYSICAL ACTIVITY

€1-2 billion per year³

SMOKING BREAKS

€410 million per year⁶



ALCOHOL CONSUMPTION

more than €900 million⁴



INCOMPLETE WORK

direct costs of €4.6 billion in the private sector and €1 billion in the municipal sector⁷



WORK-RELATED STRESS

approximately €1 billion per year⁵

¹Cost of lost labour input (Ministry of Social Affairs and Health 2014).

²Minna Pihlajamäki, medical director, occupational health service at Terveystalo.

³Tommi Vasankari, director of the UKK Institute.

⁴Marke Jääskeläinen: Arvio eräistä alkoholien ja huumeiden käytön aiheuttamista välillisistä kustannuksista Suomessa vuonna 2012. Yhteiskuntapolitiikka 81 (2016):6.)

⁵Marja-Liisa Manka, adjunct professor at the University of Tampere.

⁶Vähänen M. Tupakoinnin yhteiskunnalliset kustannukset ja niiden arviointimenetelmät. Terveiden ja hyvinvoinnin laitos. Raportti 15/2015. THL 2015.

⁷Tekemättömän työn vuosikatsaus 2016.

STRESS – A GOOD SERVANT BUT A BAD MASTER

What is stress anyway?

Stress is a normal bodily response that increases alertness. It is triggered by physical or mental factors, such as after intense physical exercise or when nervous.

Good or bad stress?

Short-term stress is useful when, for example, carrying out tasks at work because it increases your heart rate and accelerates thinking. A suitable amount of stress increases your performance and motivation, helps you to concentrate and provides a timely boost of energy. Long-term stress, however, is harmful because it prevents your body from calming down by maintaining a state of high alertness. Excessive and long-term stress is a health risk that can lead to a variety of illnesses and exhaustion.

Identify stress

Physical symptoms:

- sleep problems
- physical ailments, pain
- ill health, susceptibility to infections
- indigestion
- decrease or increase in appetite
- increased blood pressure, cardiac symptoms
- decreased recovery time, chronic fatigue

Psychological symptoms:

- mood changes
- memory disorders
- lack of motivation
- anxiety
- irritability, restlessness
- concentration problems
- increased or decreased need for intimacy
- changes in the use of stimulants or intoxicants

Relieve stress

An optimal balance of stress and recovery enables development in various aspects of life. If you feel stressed, take action to solve the problem. When you respond to stress, you can achieve significant results even with small changes while taking care of your resilience at the same time. Regular meals, following a varied diet and sleeping well are simple but effective ways to improve your well-being and ability to cope. Light, restorative physical activity and improved fitness are other ways to prevent excessive mental strain. There's no need to achieve perfection: a good rule of thumb is to make healthy choices 80 percent of the time.

The majority of people in Finland die of non-infectious diseases. Many of these diseases could be prevented by leading a healthy lifestyle.

Source: Duodecimin ja Suomen Akatemian konsensuslausuma 2017.

RECOVERY IS A GAME OF SKILL

Recovery

Recovery refers to reduced activation levels in the body when you are, for example, asleep or just relaxed. Everyone needs to recover regularly to maintain health and performance and to restore energy. During recovery, your body rests and restores itself both physically and mentally.

How to recover?

Recovering well is a game of skill, and you can get better at it. In addition to high-quality sleep, rest and relaxation, being physically fit and following a healthy diet also support recovery. Furthermore, good relationships, positive hobbies, humour and a positive outlook on life all serve as a counterbalance to stress.

Why is recovery important?

After a good night's sleep, you feel refreshed and everything flows smoothly. After sleeping poorly, on the other hand, it's difficult to keep your thoughts together and nothing seems to go as planned. It's a good idea to find peaceful and restoring moments during the day, too, because relaxing even for a few minutes helps to improve alertness and work performance. And once you're on the ball, your mood will improve and you will be more motivated to work.

EXERCISE IMPROVES RESISTANCE TO STRESS

Increase your well-being with physical activity and better fitness

Physical activity is one of the most efficient ways to improve the quality of recovery and resilience. Light physical activity, such as walking or gardening, boosts metabolism and improves health. However, to get in better shape, you occasionally have to do exercises that make you sweat and get out of breath. Restorative exercise that you enjoy doing improves the quality of sleep and helps maintain balance in your life even if you suffer from long-term stress. Correctly pacing your everyday life helps in recovery and makes you fitter.

A good baseline fitness can have short and long-term benefits. By improving your fitness from a 'poor' to 'average' level your risk of premature death can decrease by 15%¹. And improving your fitness can improve performance at work, too, thanks to its impact on recovery, stress management and efficiency. From a health point of view, it is important to develop both your muscular strength and cardiorespiratory fitness so that the positive effects of physical exercise improve your respiratory and circulatory system as well as your musculoskeletal system.

Regular exercise has been shown to improve work ability

- **People who exercise more than three hours a week have the best ability to recover.²**
- **Physical activity is linked to a lower objective stress level during work days.³**
- **People who engage in physical activity regularly have less absences due to illness.⁴**
- **Individuals with good fitness levels are more resilient to the pressures of work**

¹ Public Health England (2017), 10 minutes brisk walking each day in mid-life for health benefits and towards achieving physical activity recommendations.

² Firstbeat 2014.

³ Teisala, T., Mutikainen, S., Tolvanen, A., Rottensteiner, M., Leskinen, T., Kaprio, J., Kolehmainen, M., Rusko, H., Kujala, U. (2014). Associations of physical activity, fitness, and body composition with heart rate variability-based indicators of stress and recovery on workdays: a cross-sectional study.

⁴ Holopainen, E., Lahti, J., Rahkonen, O., Lahelma, E., & Laaksonen, M. 2012. Liikunta ehkäisee pitkiä sairauslomia. Helsinki: Helsingin yliopisto. Suomen Lääkärilehti, 67:14–15, 1155–1159.

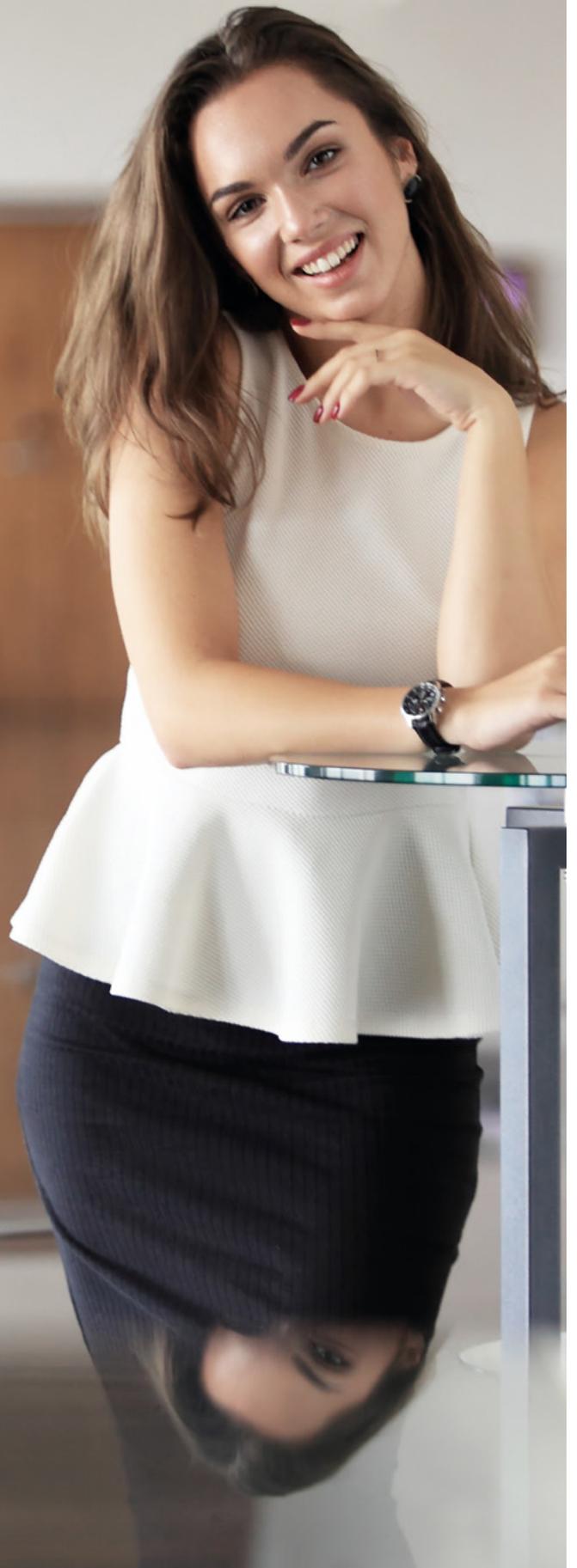
THE CONSEQUENCES OF CHOICES

This is Anne. After a good night's sleep, she eats a good breakfast and leaves for her office. She walks to work despite the slightly rainy weather. It's only a few kilometres and the trip to work passes quickly. Fortunately, Anne has glanced at the weather and brought an umbrella with her.

She spends the morning working busily, but a healthy lunch with a colleague revitalizes her. They cheerfully share yesterday's events with each other, roaring with laughter.

After a meeting, it's a good time for a coffee break. Anne spends the second break of the day doing stretching exercises because they get her blood circulating and thoughts running smoothly. After a couple glasses of water, she's ready to continue!

'Ha! Got that tender finished!' It's the perfect time to finish the day and start a relaxing weekend dedicated to family and hobbies.





This is Pete, who watched an action film last night, enjoying beer and popcorn. After the film, Pete quickly fell asleep but kept waking up through the night and is now awfully tired. He has a job to go to, though.

At work, Pete has a lot of trouble putting his thoughts together. Work progresses slowly but relatively surely.

There is not enough time for lunch today, though. Maybe a double decker burger from the drive through would ease his rumbling stomach.

Pete makes it through the day by sipping coffee and energy drinks. 'I'm so damn good at this!' he spurs himself on self-confidently with sleepy eyes.

It's four o'clock and the day is done. However, Pete decides to finish up one more thing, so he stretches his work day to nine hours. Let's hope his weekend is full of hope and recovery!

PLAY THE FIRSTBEAT LIFESTYLE ASSESSMENT GAME

Take the test to see what consequences everyday choices have on your work ability!

firstbeat.com/lifestyleassessment-game

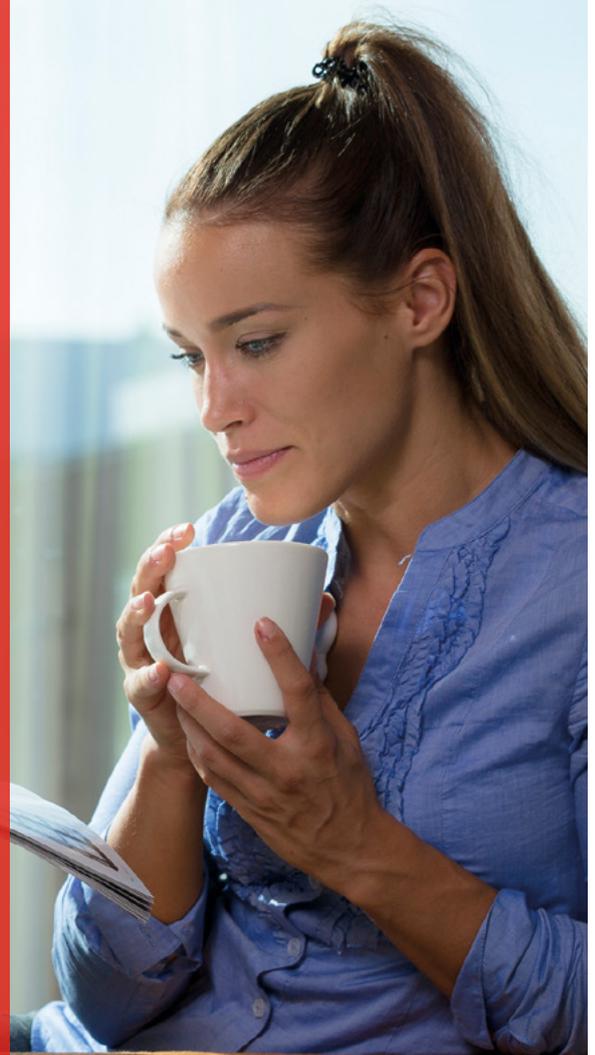
IT'S THE WEEKEND – ARE YOU GOING TO PARTY OR RECOVER?

Yet another long week behind you, a relaxing weekend ahead – but how relaxing is it going to be? According to Firstbeat database, Saturday is actually the most stressful day of the week.¹ Why is this?

On Friday, the hustle of the work day often lingers on the mind after leaving the workplace, which delays recovery. Some might have great expectations and a lot of activities planned for the weekend, which leaves little time for actual rest. Alcohol use and staying up late also take a lot of energy - relaxation doesn't always mean recovery.

TIPS FOR A FRESH AND ENERGETIC WEEKEND

- If your weekend is as scheduled as your work days, it is difficult to find time to recover. Stop glancing at your watch and take a slow-paced stroll in the woods, concentrating on the sounds of nature. Hear those bird sounds already?
- Delaying things you have to do is bound to create stress. Take care of the most important tasks as soon as possible so you can put your feet up with a good conscience every day.
- Limit business to the working week. Checking your work e-mail on your day off is like jumping deliberately in a muddy puddle with your dress shoes – a zany idea that makes you cry afterwards. I told you so!
- Even if partying does you good now and then, a weekend spent burning the candle at both ends often leaves you drained and with a headache. By refocusing your desire to party onto more peaceful activities, you will notice and feel that it doesn't get better by chance, it gets better by change! A mini vacation at a spa or tea and biscuits with a friend will surely refresh you and give you energy long into the next week.



¹Firstbeat - Optima life. 2016



Strange but true! Saturday is often the most stressful day of the week, even though most people do not even work then. The fact is that even fun activities can exhaust you, which leaves you even more depleted on Monday than you were on Friday. So remember to take the time to relax and reset your mind on your days off, too – and not only by drinking alcohol. Perhaps the coming week will appear in a somewhat brighter light!

Niina Karstunen

Wellness Specialist at Firstbeat

GET YOUR PERSONNEL IN THE SHAPE OF THEIR LIVES

Well-being and work ability are based on balancing stress, exercise, fitness and recovery. If you asked your employees how many of them would like to feel better and have more energy, how many do you think would raise their hands? We bet every one of them.

The well-being of your staff is a competitive advantage

Without the Firstbeat Lifestyle Assessment you can't tell how your employees are actually doing. The fact is that without measurement data, well-being is just a term without any basis. The question is: do you want to base your management on guesswork or on data? The choice should be a no-brainer.

Firstbeat Lifestyle Assessment is a personal 3-day-long measurement process that reveals how the body responds to everyday choices. It provides each employee with personal means to develop their own work ability and recovery skills. It also indicates your strong points as individuals and an organization and reveals what areas to invest in to get the best results.

Get accurate insights with the Fitness Level feature that motivates employees

The Fitness Level feature in Firstbeat Lifestyle Assessment estimates a person's true aerobic fitness in relation to people of the same age and gender from just one 30-minute walk. Fitness is a cornerstone of well-being and as it improves so does well-being and the ability to cope with workloads.

The personalized Fitness Level score has proven to motivate individuals to increase physical exercise and lets decision-makers demonstrate the return on interest of wellness initiatives. Remember, a fitter employee is a more resilient and productive employee.

Improve your business performance with Firstbeat Lifestyle Assessment for Companies

85% of employees experience an increase in their work efficiency.

Decreases absences due to illness up to

30%

Shown to encourage employees to increase physical activity.

SPECIALISTS AT YOUR SERVICE

Firstbeat Lifestyle Assessment for Corporations includes a personal report for each employee and an anonymous group report for an employer. In addition, a specialist at Firstbeat will give feedback to each employee or to each employee group. Individual measurement and feedback have been shown to motivate lifestyle changes to improve general well-being.



Recovery boils down to small choices

A health nut's holy trinity is composed of exercise, rest and nutrition. Don't judge yourself if you don't have the time or energy to exercise as much as you want. Instead, try to fit physical activity of some sort into every day. Find something you have time for and that strains your body enough but not too much. Sometimes you lose your own sense of how you're coping: you begin to feel as if it's normal to be stressed, overburdened and tired. That's a good time to stop and ask yourself how you're really doing. A healthy diet and drinking enough water through the day support recovery.

Miro Vesala

Wellness Specialist at Firstbeat



Physical activity boosts your energy level at work and at home

Exercise always pays off! As is well known, all the reasons that stop us from exercising regularly are really excuses. Active people experience less stress, and their stress levels have been shown to be lower than of those engaged in less physical activity. In the end, the choice of sport or the level of intensity do not matter as long as people are active and it feels meaningful to them. Collective exercises at work are a great way to improve the well-being of personnel and to raise team spirit. Humans are made to move and work. Without movement, nothing happens. Anywhere.

Jaakko Kotisaari

Wellness Specialist at Firstbeat



There are many ways to manage stress

It's best to be creative when minimising stress. If your working hours are flexible, try sleeping a couple of hours longer and going to the office only at 10 am. Start your day with the more challenging tasks instead of checking your e-mail: according to studies, you are at your best in the morning. If the weather permits, take your laptop and move your office to the park or arrange a walking meeting. Outdoor stimuli can generate new ideas, and you will get functional exercise to boot. If your colleagues bug you, arrange yourself a "meeting" in which you just work by yourself – with no disturbances, you can work more efficiently. In addition, try to arrange yourself a weekly moment when you don't do anything at all. A moment of idleness might double your productivity!

Mikke Salminen

Wellness Specialist at Firstbeat

'WE'RE HERE TO WORK, NO MATTER WHAT THE CONDITION!'

If you run a company and agree with the heading, it's high time to stop and think. We at Firstbeat do everything in our power to help employees maintain freshness and high performance at work. How would you like your staff to work and live their life?

You choose whether to manage by data or by guesswork. Depending on your choice, your company could thrive or stagnate. Using information based on measured data, you create added value for your company and show your employees that you care. A company that takes care of its employees stands out and attracts a skilled workforce.

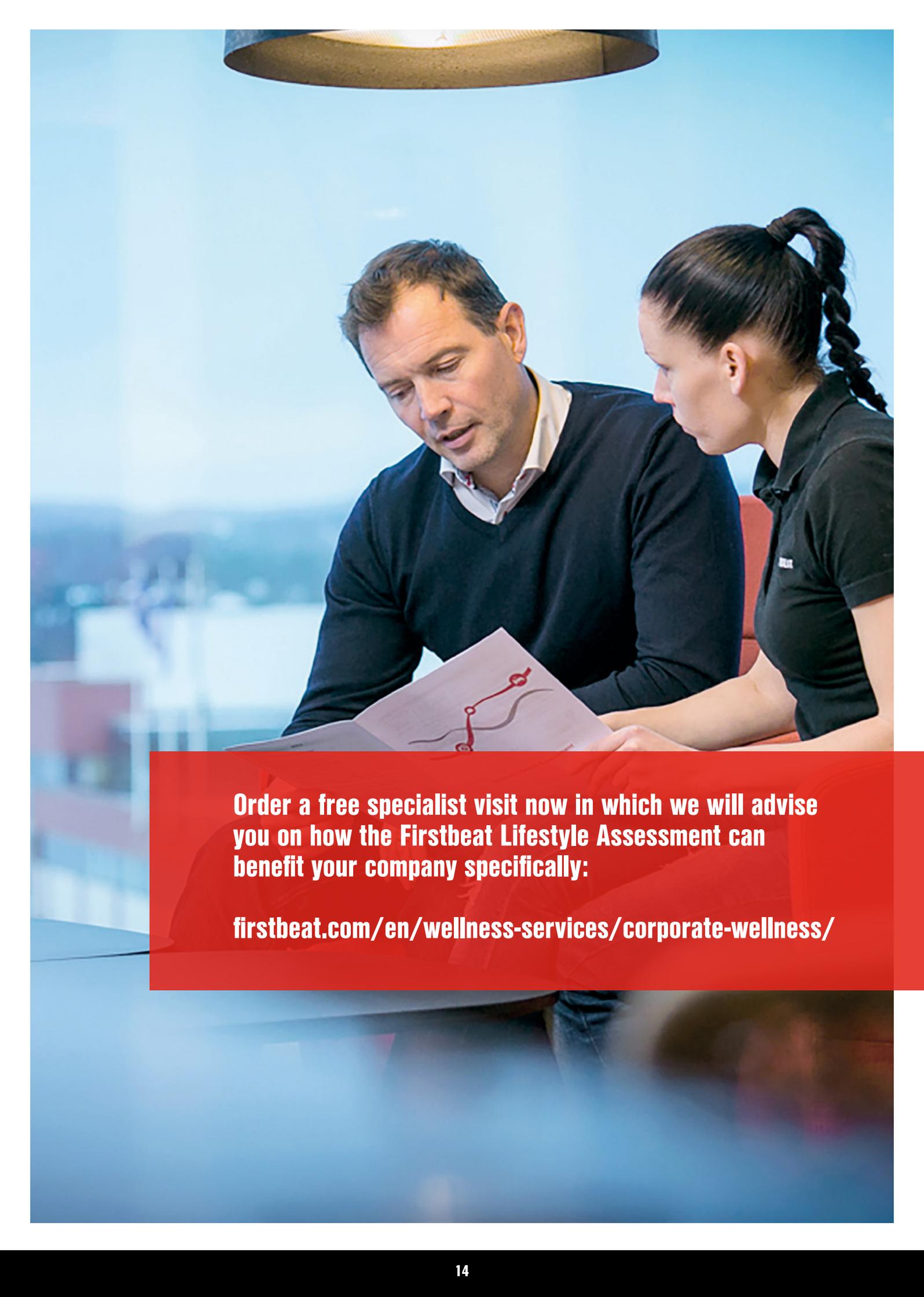
Pioneers are winners

There are all sorts of questionnaires and forms that measure work ability, but they do not give reliable results. Top-level athletes realise that to achieve maximal performance, they need to supplement hard exercise with accurate information about their body. That's why over 22,000 athletes worldwide use Firstbeat technology. You can strengthen the work ability of your staff using this same world-class technology by introducing Firstbeat Lifestyle Assessment for Corporations.

**The well-being of staff truly is the best
competitive advantage a company could ever have**



can you afford not to utilise it?

A man and a woman are sitting at a table in a meeting, looking at a document together. The man is on the left, wearing a dark sweater over a light-colored collared shirt. The woman is on the right, wearing a black polo shirt. They are both looking down at a document that has a line graph on it. The background is a blurred office setting with a window showing a city view. A large red banner is overlaid on the bottom half of the image.

Order a free specialist visit now in which we will advise you on how the Firstbeat Lifestyle Assessment can benefit your company specifically:

firstbeat.com/en/wellness-services/corporate-wellness/



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