



Getting the Balance Right: The Corporate Experience

**Firstbeat Seminar
Helsinki
March 2014**

People

Potential

Performance



People

Potential

Performance



FRIENDS PROVIDENT betfair.com

LORD'S THE HOME OF CRICKET WOLF BASS WINES FRIENDS PROVIDENT TOYOTA Avenir Vodafone

power noover Vodafone

Deutsche Bank Deutsche Bank Asst.com Asst.com Asst.com

Why?

10,300,000

20,000,000

23

11%

10

148

1911

4%

10

4,100,000,000

Numbers

1,200,000

148

25

2011

13,000

1,514,000,000

100

People

Potential

Performance

Health @ Work



- 131 million working days lost to sickness in 2013 (172 million days in 1993)
- Little change over the past couple of years
- Hours lost to sickness in private firms 1.8% compared to 2.9% in public sector
- Highest cause is musculoskeletal 31 million days
- Cost £17.4 billion
- 15 million days lost to stress and anxiety compared to 11.8 million in 2010

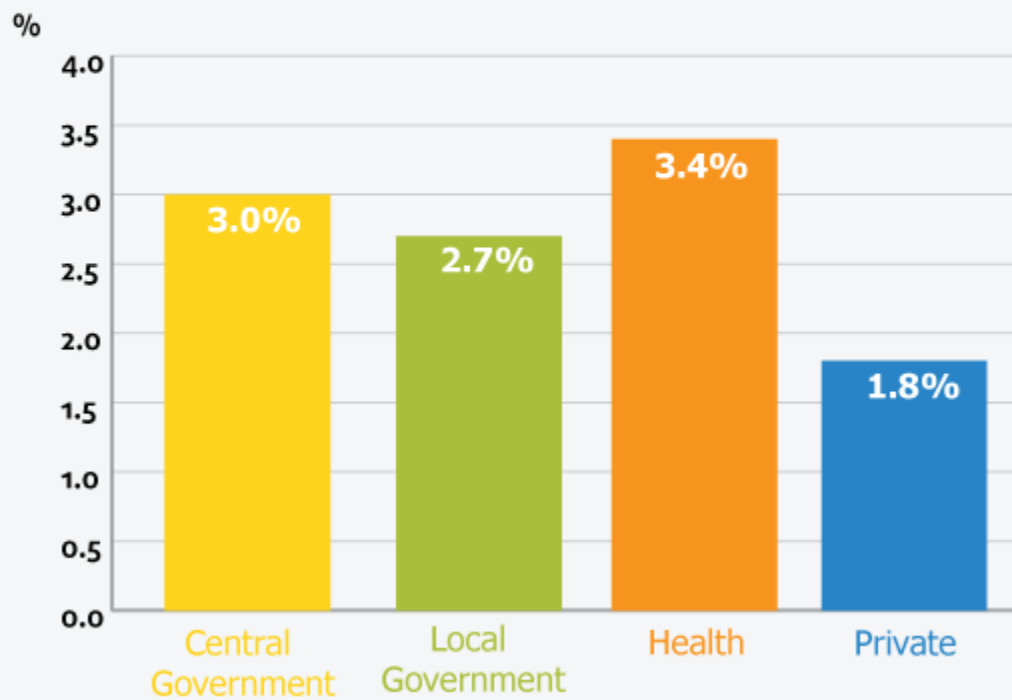
People

Potential

Performance

Who gets sick

Percentage of Working Hours Lost to Sickness by Sector



Peak Performance Programme

- On line Energy & Performance profiler
- Half day workshop 'Maximising Performance: It starts with you'
- Firstbeat Lifestyle Assessment
- Produce a report & create a personal plan
- E bulletins
- Repeat Energy & Performance profiler +/- Lifestyle assessment

Energy & performance profile

Psychology (the way we think) 66%

Productivity (the way we work) 59%

Physiology (the way we move and eat) 52%

Recovery (the way we recharge) 56%

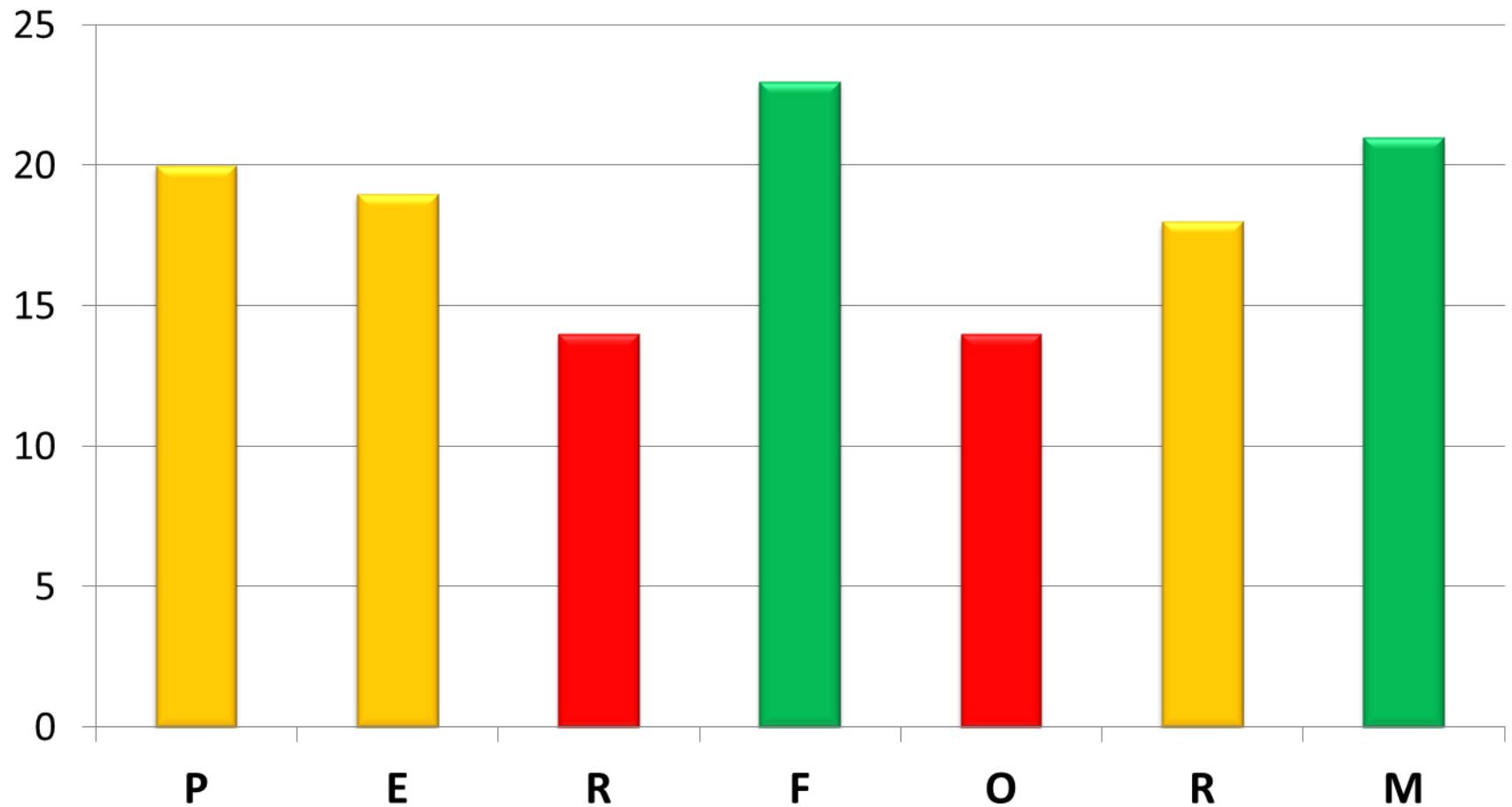
Overall score 58%

People

Potential

Performance

P.E.R.F.O.R.M



People

Potential

Performance

Movement and exercise



“Lack of activity destroys the good condition of every human being, while movement and methodical physical exercise save it and preserve it.”

Plato

People

Potential

Performance

Health



Stroke

CHD

-ve

**E
X
E
R
C
I
S
E**

**Vascular
Disease**

T 2 D

Obesity

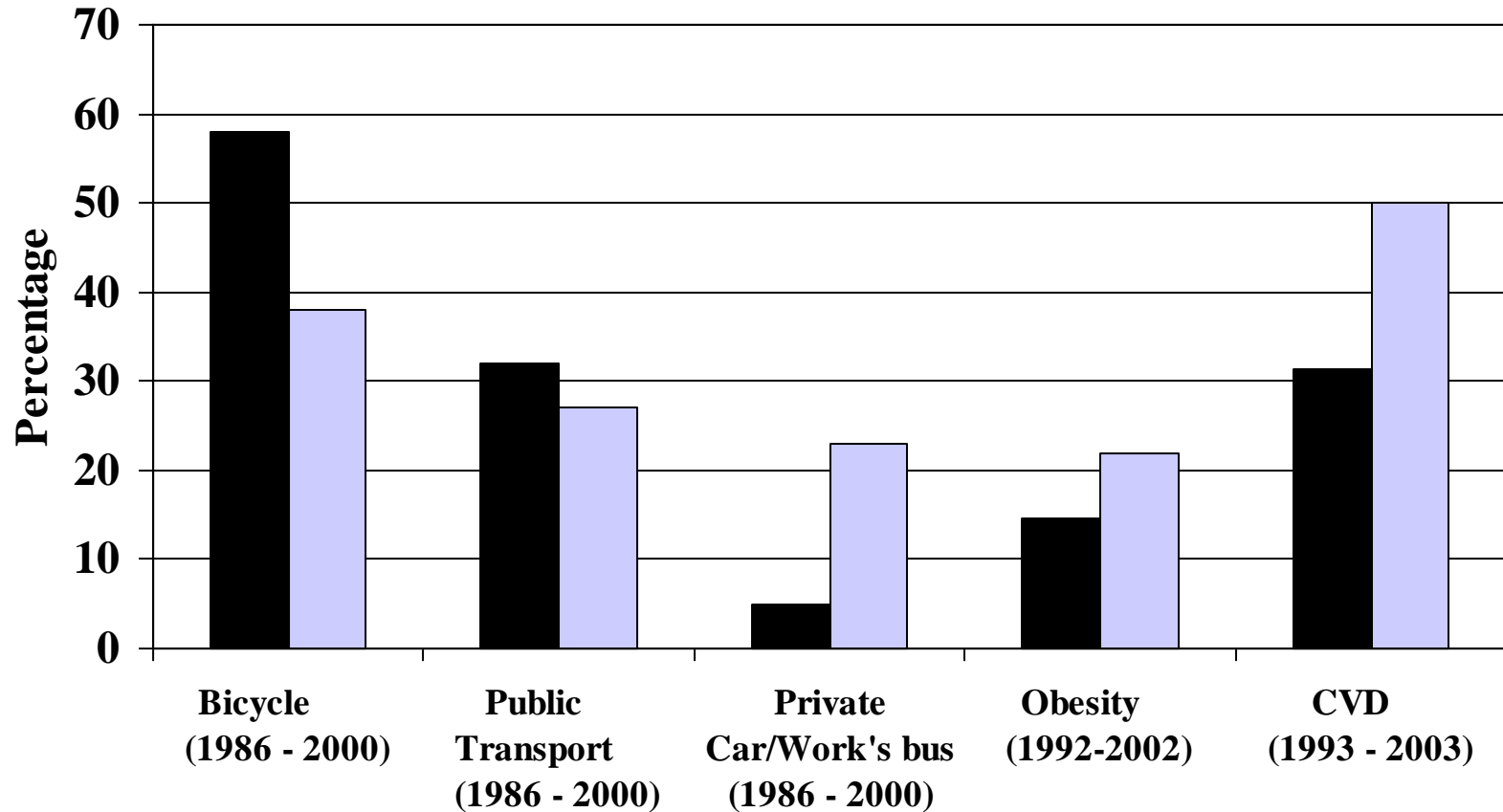
**↑ Risk
Cancer**

People

Potential

Performance

A global problem

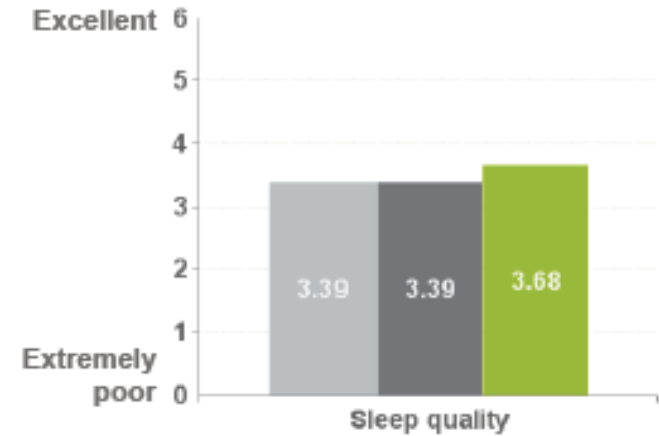
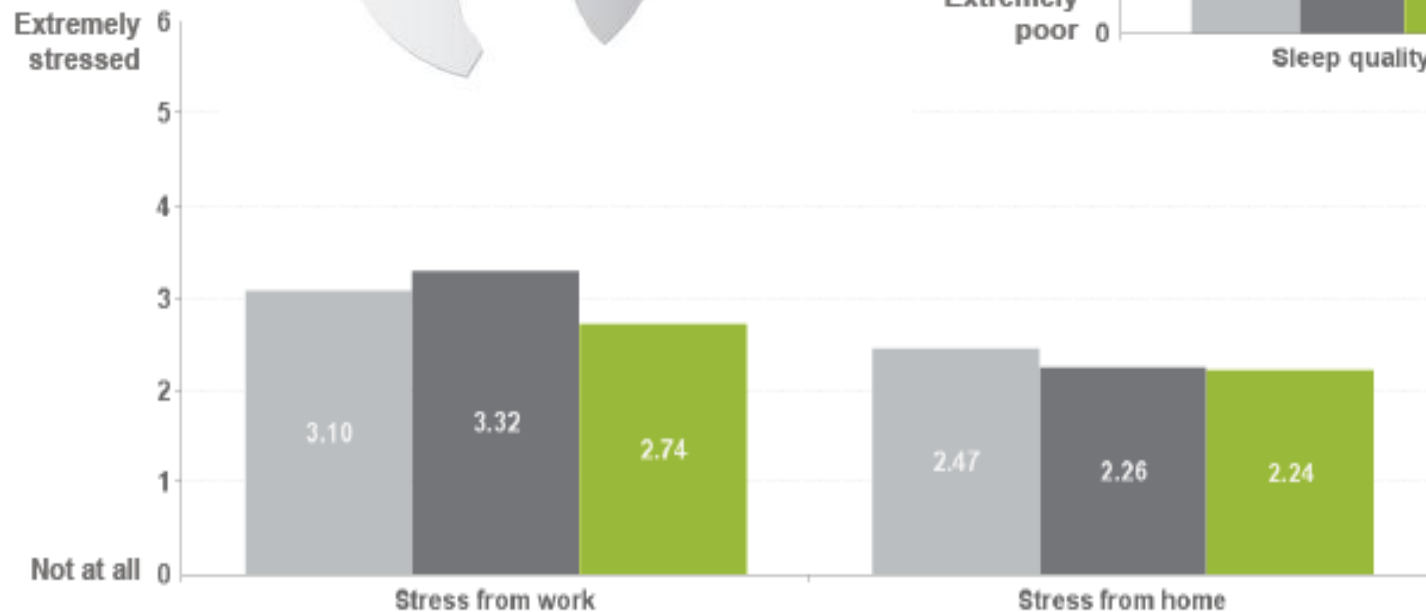


Changes in modes of transport, obesity and cardiovascular disease in China (Years 1986 to 2003)

Adapted from Peng, 2005; Wang et al., 2006

Successful – maybe ?

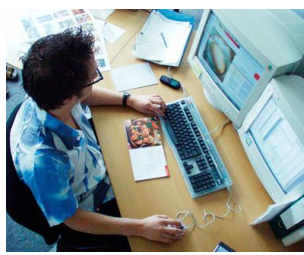
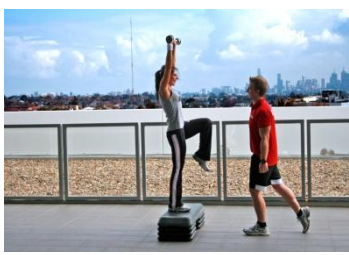
39% of employees reported an increase in their productivity score having participated in the GCC.



People

Potential

Performance



0 2

33

45

67

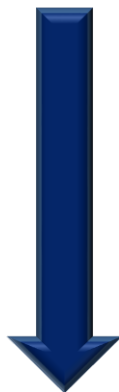
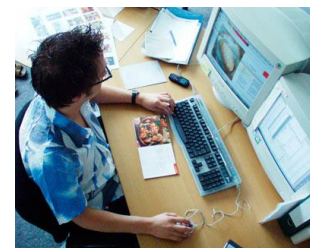
100

Physical Activity Score

People

Potential

Performance



02

33

45

67

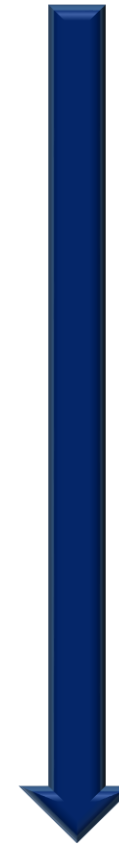
100

Physical Activity Score

People

Potential

Performance



85

99

100

People

Potential

Performance



Login

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Welcome to the Sports & Physical Activity Challenge website

The NHS (2012) Challenge has inspired NHS staff around the country to set up and take part in sports & physical activity challenges. This website is your chance to find out what is going on, especially in your area so that you can join in.

Our Latest News and Events

Our Spring Edition of the NHS Sport & Physical Activity Challenge Newsletter is available to read here....

Apply for your Accreditation Certificate



NHS FUN AQUA 2013
Taking place on Sunday 29th September 2013 - Tudor Grange Leisure Centre, Solihull



Latest
Going For Gold summarises progress and experience to date on the Challenge, read it here

Britains Personal Best
Tap the image below to watch
Britain's Personal Best



Screenshot Added
A screenshot was added to your Dropbox folder.

Money !£!

NHS Somerset

- saved over **£100,000** costs related to staff sickness

Gateshead

- Sickness absence direct costs reduced by £918,081
- Bank/agency/locum spend reduced by £1,180,127
- This represents a saving of over **£2,000,000** to the Trust

Stress



People

Potential

Performance

Health



Stroke

CHD

-ve

**S
T
R
E
S
S**

**Vascular
Disease**

T 2 D

Obesity

↑ **Risk
Cancer**

People

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Social



- Stress leads to atypical behaviour and possible alienation from usual social groups

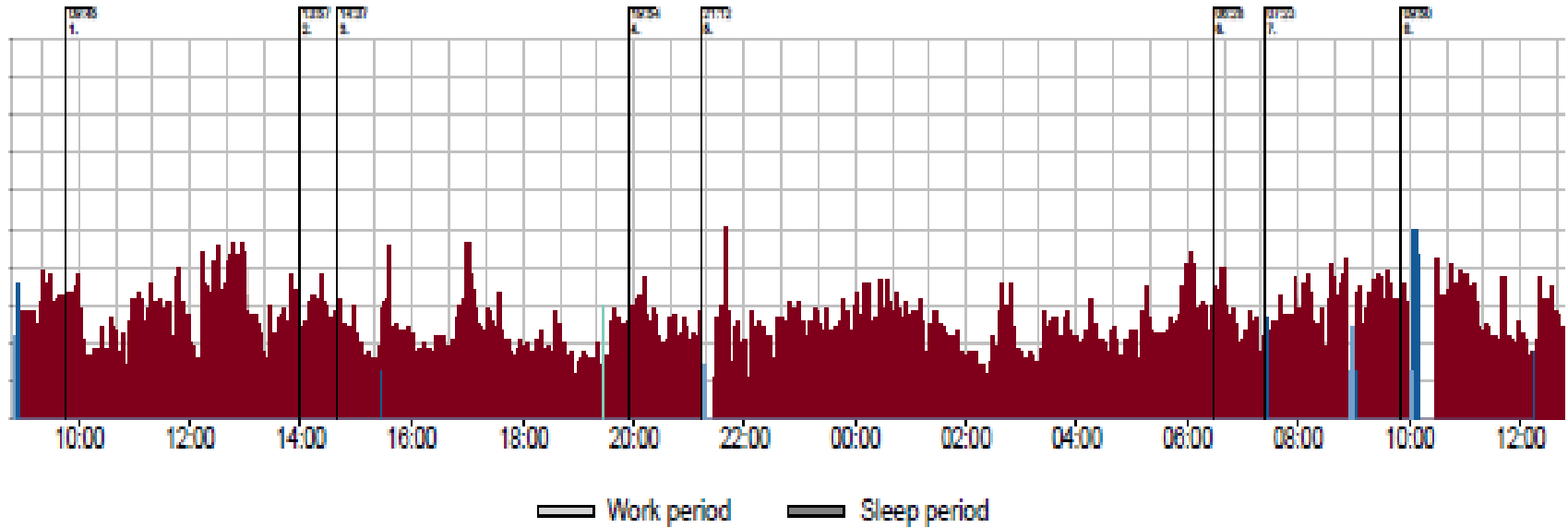


People

Potential

Performance

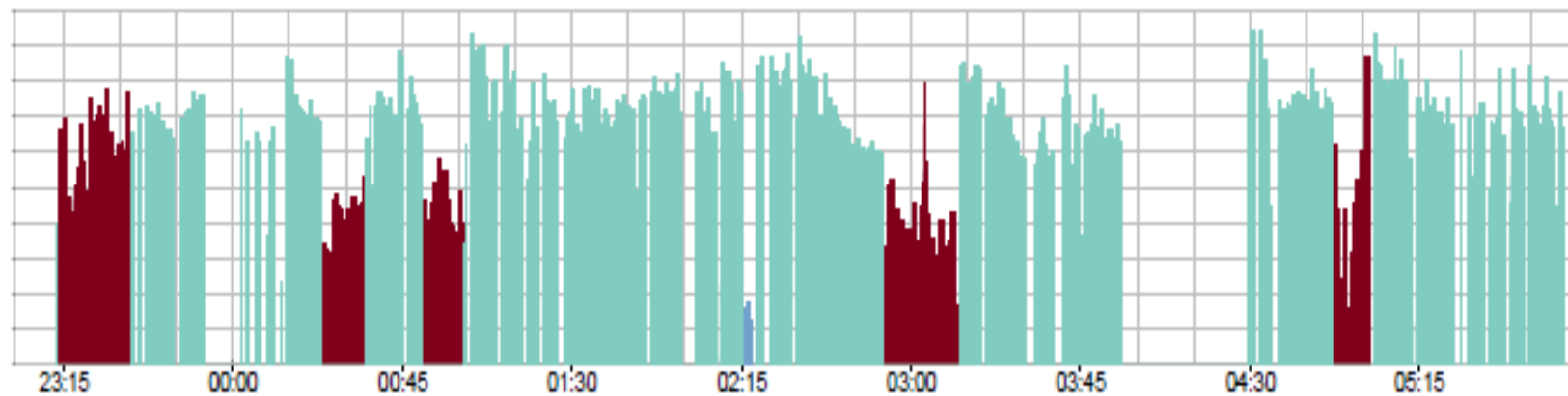
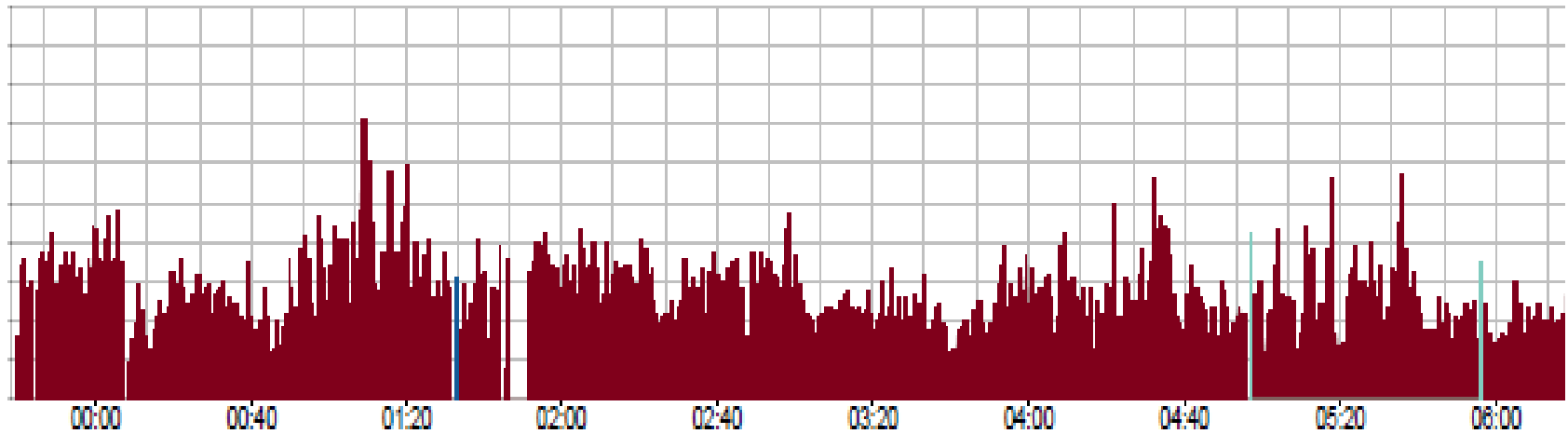
Travel



Journal markers

1. Take off
2. Dinner
3. Go to sleep
4. Wake up
5. 15 min transfer HK
6. Arrive Sydney
7. Customs
8. Unpack car

Post travel



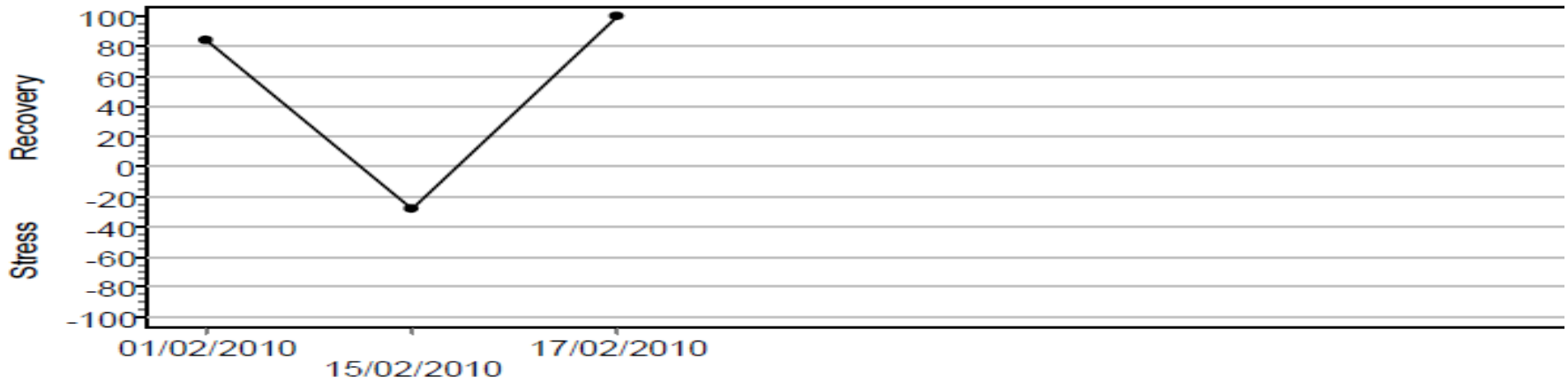
People

Potential

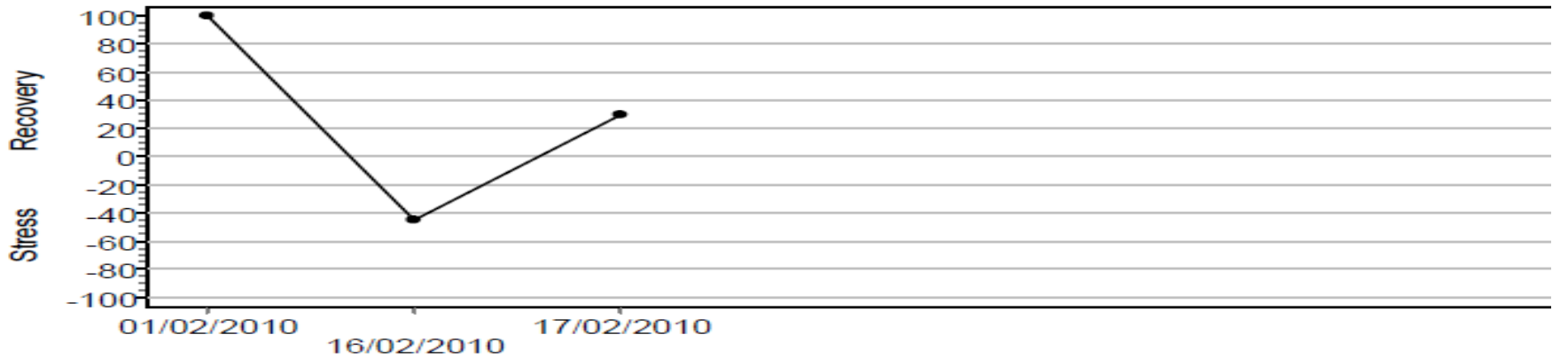
Performance

Sport

Resource Follow-Up



Resource Follow-Up

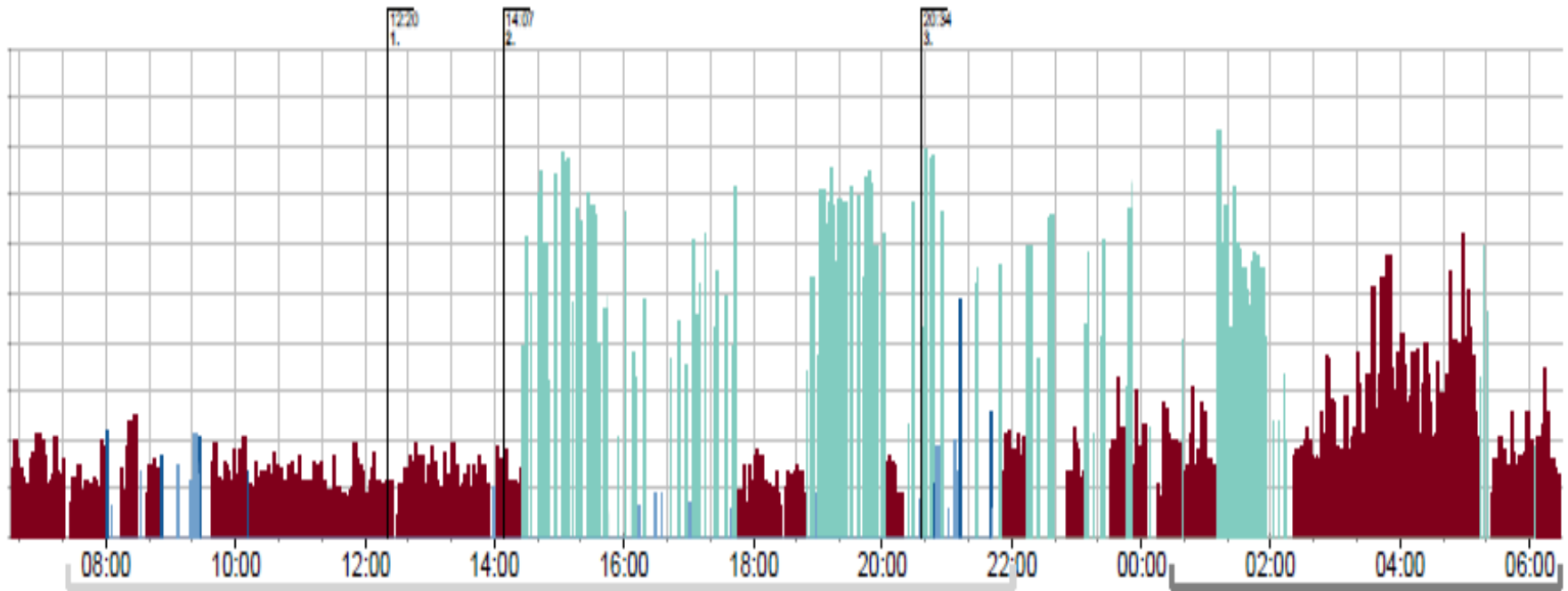


People

Potential

Performance

Perceptions 1

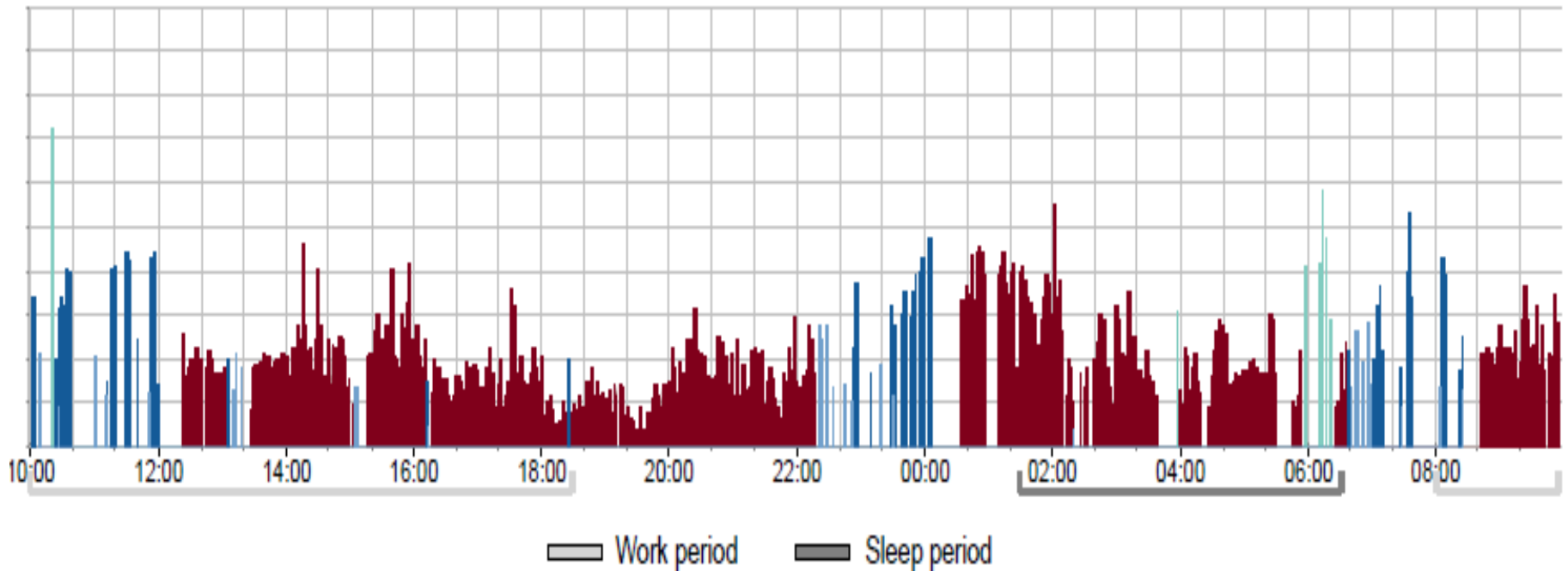


People

Potential

Performance

Perceptions 2

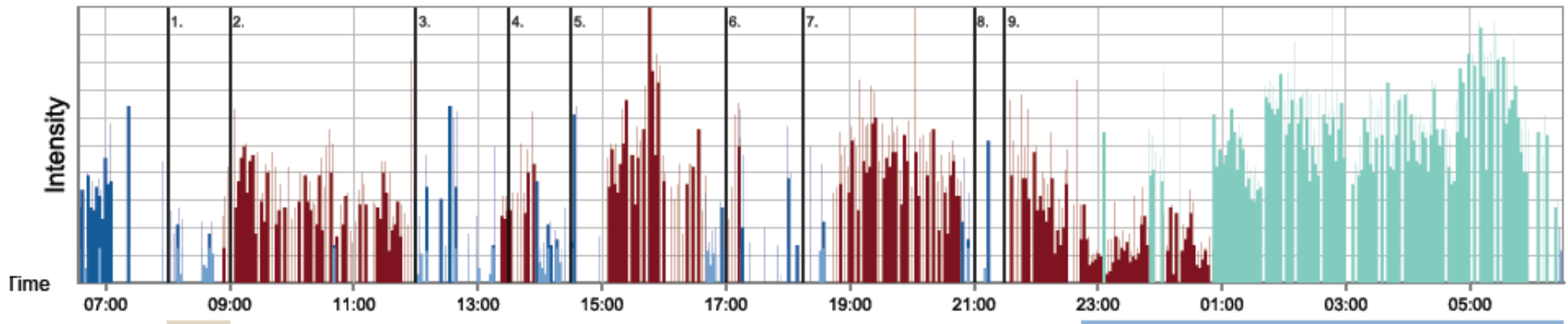


People

Potential

Performance

Health

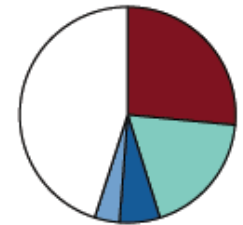


Work period Sleep period

Journal Markers

1. Reading
2. Meeting
3. Meeting
4. Eating
5. Meeting
6. Commute
7. Meet friend for dinner
8. Drive Home
9. Relaxation

- Stress reactions 6h 21min (27%)
- Recovery 4h 28min (19%)
- Physical activity 1h 27min (6%)
- Daily physical activity 53min (4%)
- Other physiological states 10h 47min (45%)



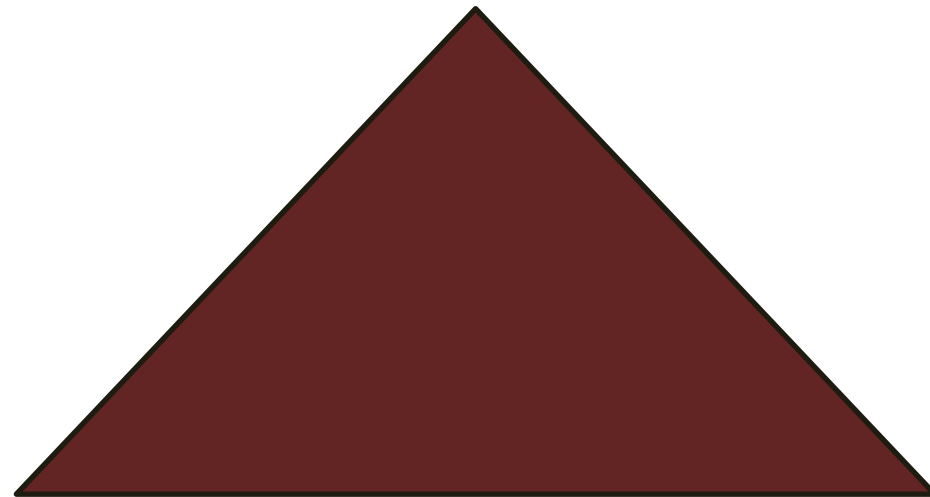
Balancing act

Coping

Load



Performance



People

Potential

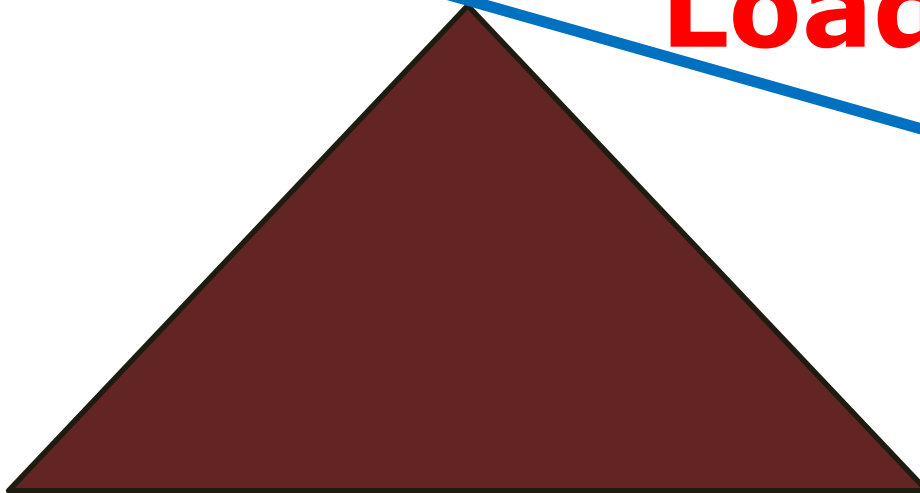
Performance

Excess demands

Coping

Load

Performance



People

Potential

Performance

Energy



**Please ensure
you turn
off the taps**



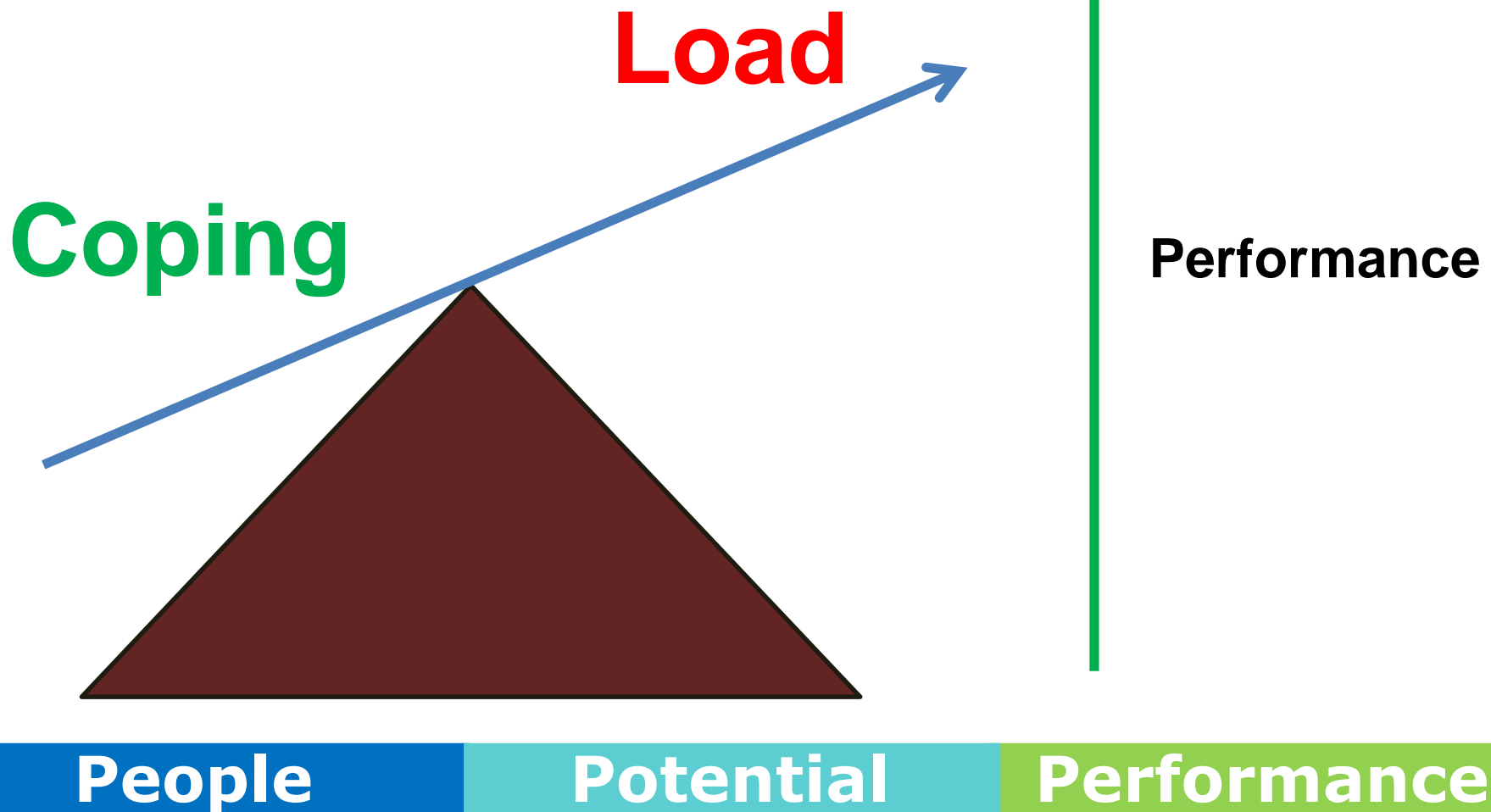
**Save water and
save our
environment**



**Please turn
off all
electrical
appliances
when not in
use**



Tipping the scales



Does it help?

It really did make us all sit up and take notice and absolutely had a positive effect. I think we are a much more productive team because of it.

***Everything
Everywhere***

In summary this has been a very cost effective way of ensuring that I am a happier, healthier and even more effective leader.

***CEO
Mental Health Trust***

<https://www.youtube.com/watch?v=MWgKKZcolkQ>

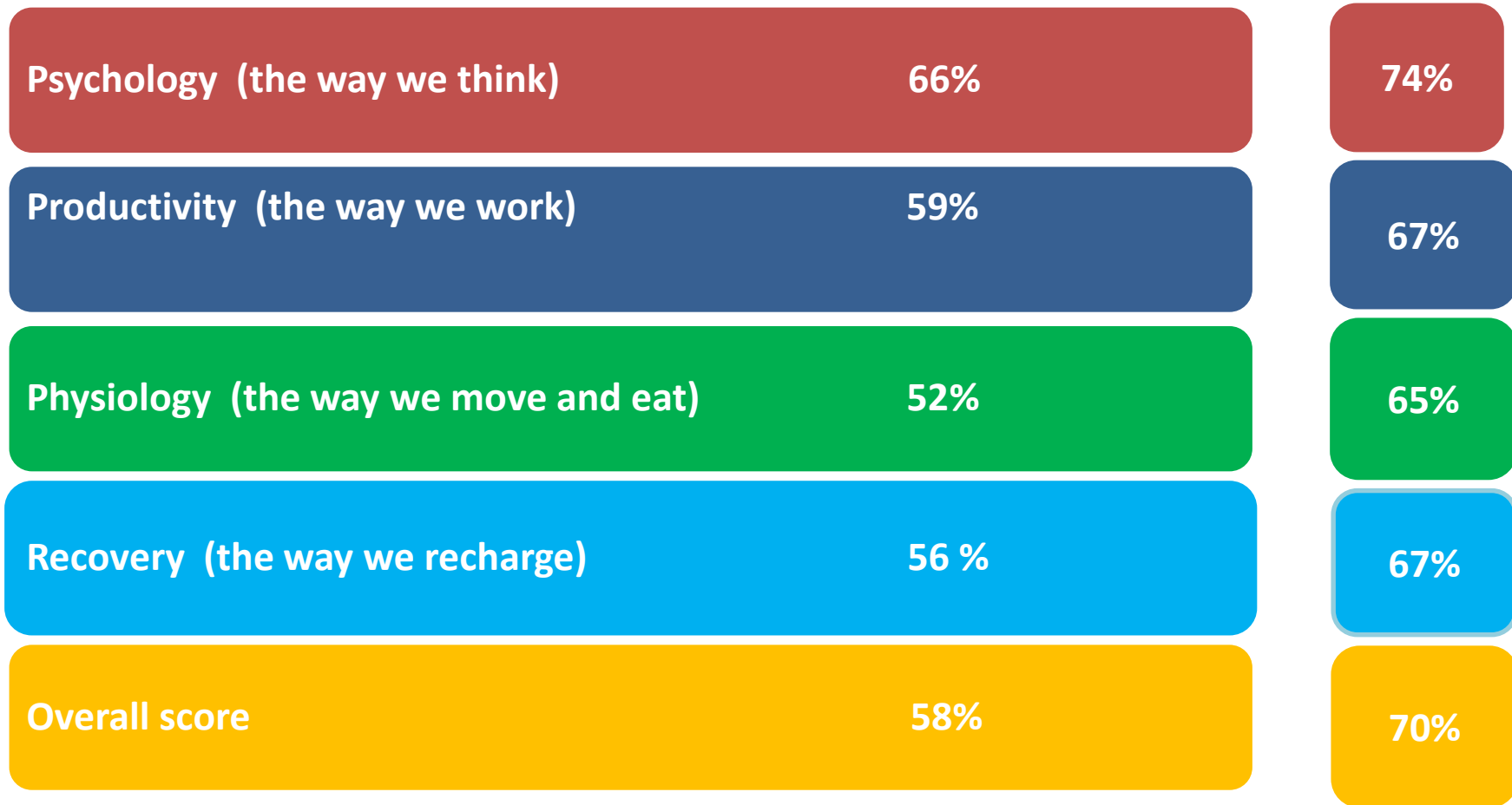
My driver to access this course was to identify which was likely to kill me first being a CEO in today's NHS or simply lifestyle. For me it was life style which won! So I have prioritised my work /balance, raised my own awareness of stress and how to counterbalance that and take care of myself a little better than before. ***NHS***

People

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Does it help?



People

Potential

Performance

Does it help

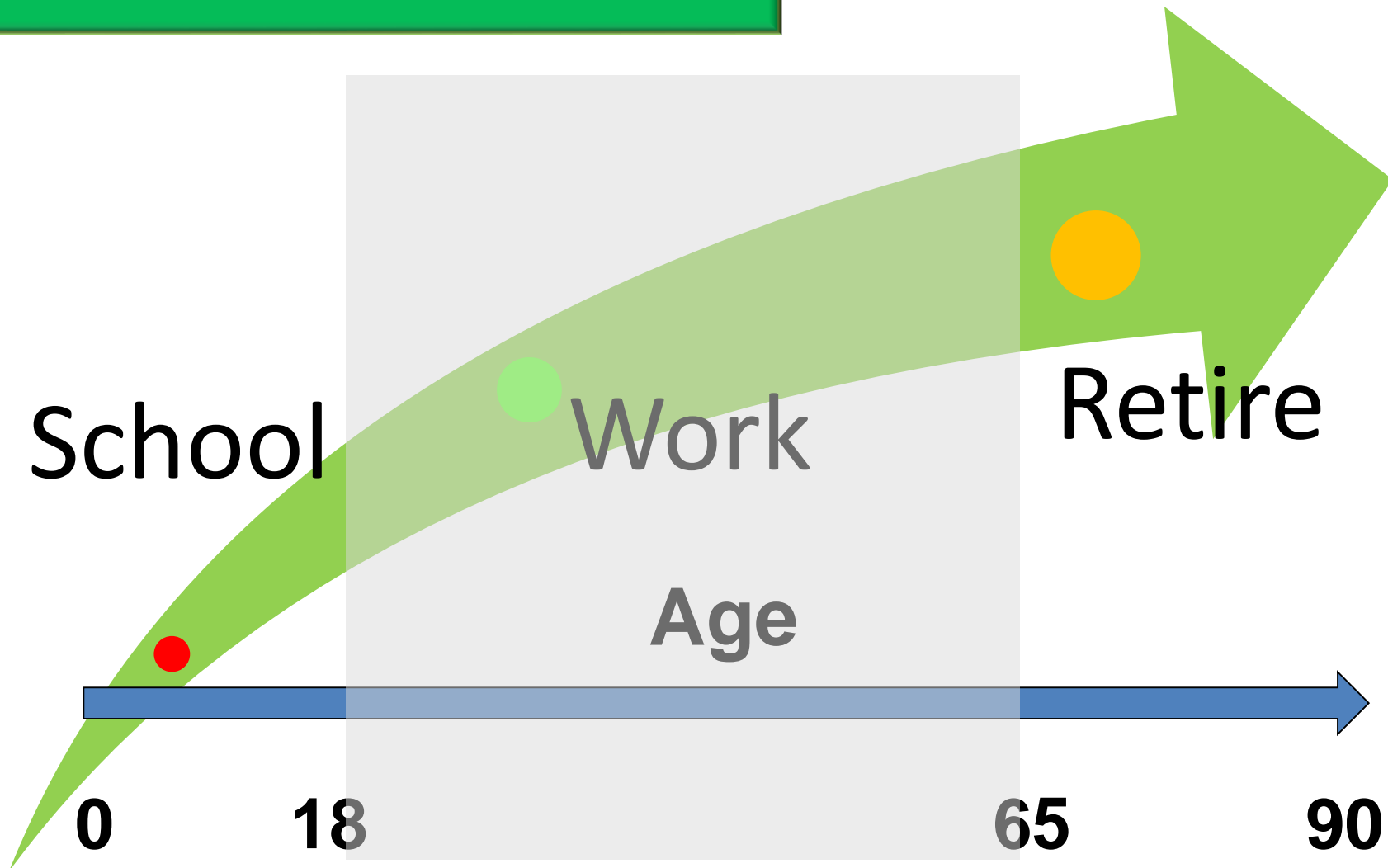
% of 24 hour period in a loaded (sympathetic) state	55	52
% of 24 hour period in a relaxed (parasympathetic) state	19	33
Sleep Index (scale from -100 to +100)	-1	52
% of days when resilience (positive territory) achieved	53	79

People

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Summary



People

Potential

Performance

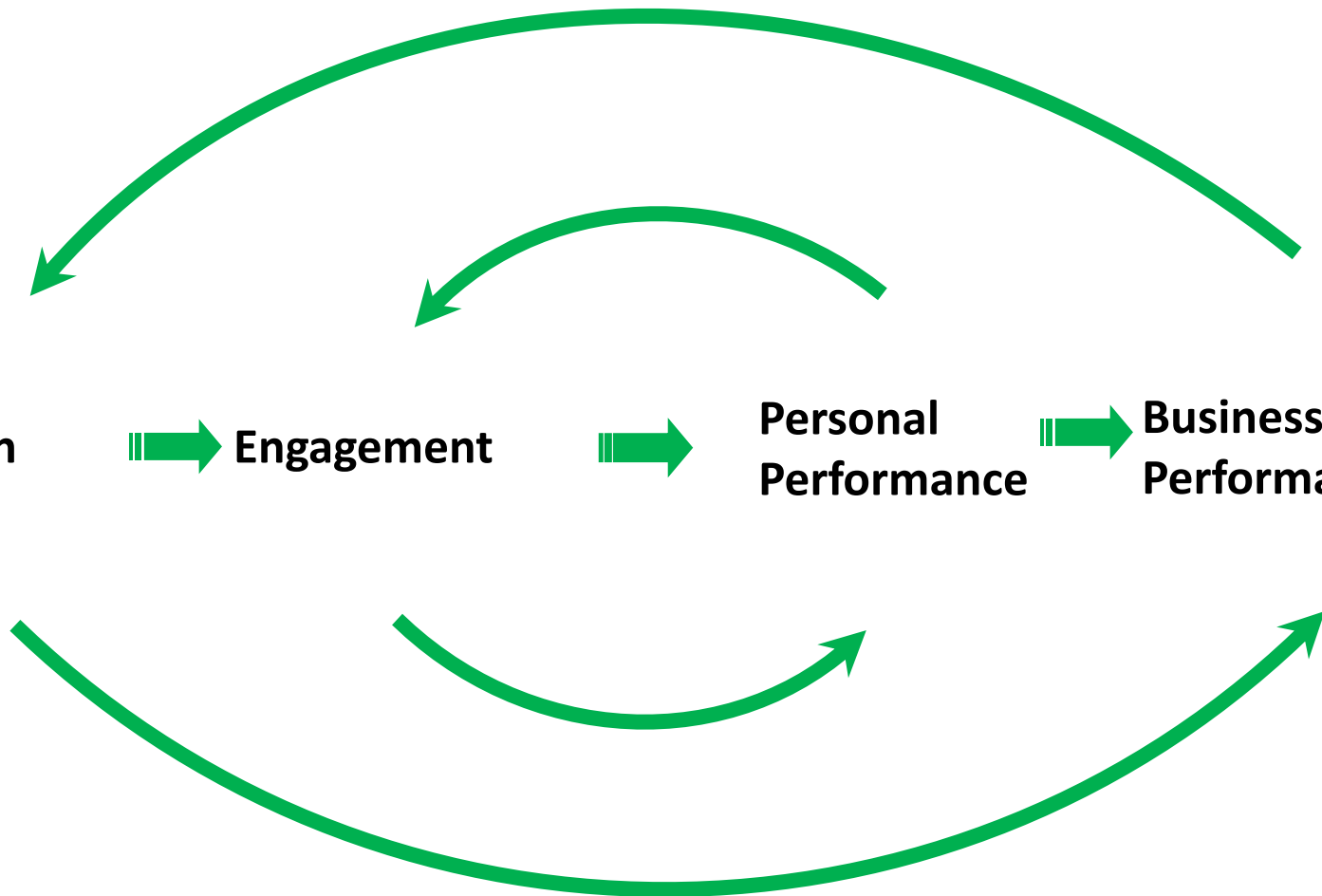
Health and Performance Chain

Health  Engagement  Personal Performance  Business Performance

People

Potential

Performance





People

Potential

Performance

Neither health nor people are simple.

Making a difference has to be centred on knowledge, consistency, clarity and inspiration.

People

Potential

Performance



People

Potential

Performance