



# **SMART WELLNESS COACHING: UNDERSTANDING YOUR CLIENTS' STRESS-RECOVERY BALANCE**



**BETTER UNDERSTANDING EQUALS BETTER RESULTS**





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# | SUCCESS THROUGH INDIVIDUAL DATA

As a wellness professional, you always want to provide your clients with the best means possible to solve their problems and achieve their goals. Regardless of whether the person coming to see you is a director or employee, sports fan or couch potato, someone who suffers from chronic stress or an ambassador for peace of mind, your goal is to help your clients become the best version of themselves. The first steps of the journey are usually taken in a positive mood, bursting with enthusiasm and motivation, but at some point, and for some reason this trend tends to stop – why is that?

A strong will and can-do attitude will fuel your client's journey, but that alone will not be enough. Of course, as a responsible practitioner of wellness development, you are able to provide your clients with expert guidance and encouragement in order to avoid missteps and interruptions. Nevertheless, sometimes life surprises you, schedules fall through, you feel the strain of the busiest years of your life, or a client's self-discipline is simply not sufficient. Even if both parties on the journey give their all to reach the finish line, you can't always win. Or can you?

That's right. It's not enough to know what you have to do; you also need to know how to do it. That's where the Firstbeat Lifestyle Assessment comes in. A tool designed for wellness and fitness professionals that will serve as an unwavering navigator and resource on your journey, Lifestyle Assessment brings to light the impact of your client's lifestyle choices and helps them recognise the factors related to wellbeing. The personalised measurement data will help you see your client's "big picture" and provide tips for building his or her comprehensive wellbeing in a way that suits their particular situation in life, physical condition and mental resources. By making the right choices and small changes, you ensure motivation is maintained throughout the journey and, upon reaching your destination, you will both find that it was worth it!

Join us on this journey towards success by adopting the innovative technology of Firstbeat Lifestyle Assessment as part of your service, and you will go far!



*"Technology, physiological analysis and recommendations by health and wellness professionals can absolutely be helpful to clients in making better choices and increasing their motivation in their pursuit of wellbeing."*

**Juho Tuppurainen**  
Vice President of Firstbeat



# | THE ABC'S OF LIFESTYLE ASSESSMENT

The Lifestyle Assessment tool is designed for wellness and fitness professionals for the evaluation of stress, physical activity, fitness and recovery. The dependable data provided by the Lifestyle Assessment tool assists in finding the best personalised methods for managing stress, recovering better, exercising correctly, and improving fitness regardless of age or physical condition. A 24-hour analysis gives you an understanding of the body's function, provides a profile of lifestyle issues that support or erode wellbeing, and assists you in finding the reasons behind stress or poor recovery.

A photograph of two women, one with long brown hair in a ponytail and the other with short blonde hair, both smiling and looking down at a device held by the woman with brown hair. The image is partially covered by a green overlay containing text.

## Heart rate variability

Lifestyle Assessment is based on measuring and analysing heart rate variability (HRV). HRV refers to the variation in the time interval between consecutive heartbeats, measured in milliseconds. Heart rate continuously adapts to various changing internal and external requirements, such as stressful situations, during which there is less variation, and recovery, during which variation increases.

## The sympathetic and parasympathetic nervous systems

HRV can be used to analyse the balance between the sympathetic nervous system, which accelerates vital functions, and the parasympathetic nervous system, which prompts the body to rest. For example, long-term stress without sufficient recovery may cause a harmful stress response to develop in the body. To recover, the body needs rest and only a moderate amount of exercise to calm the sympathetic system. In contrast, the parasympathetic nervous system is activated during rest, causing the heart to beat at a calmer rate, breathing to even out and the muscles to relax. Weakening of the parasympathetic nervous system manifests as fatigue and weakening of the body's capacity and performance, among other things.







# **| WELLBEING IS IMPACTED BY WORK, REST AND FREE TIME**

Comprehensive wellbeing is built on a balance between work, rest and free time. Lifestyle Assessment is an easy and reliable tool for assessing your client's stress and recovery.

## **What causes stress?**

Everything does – work, everyday life and everything in between. 'How can I become stress-free?' is a question professionals often hear from clients, and the answer they give causes bitter disappointment: 'You can't'. Stress is needed because without it there is no work, physical activity or any other type of activity. Rather than eliminating stress, clients should focus on managing it by getting sufficient recovery and maintaining a lifestyle that is suitable for them. They should also keep in mind that all types of stress – negative distress, positive eustress and neutral neustress alike – require recovery. Recognising stress is a key part of stress management because even stress caused by positive things will, if prolonged, turn into stress that saps you of your strength and weakens your health.





With Lifestyle Assessment, you will see your client's daytime and nighttime stress reactions and overall stress during a 24-hour period, which will help you assist them in managing their stress.

**93%**

**of participants feel that Lifestyle Assessment has provided them with valuable information about stress.**

## **Recovery – not just sleeping**

It is difficult to find time to relax when caught up in the rat race. A client who comes to see you may think that an extra hour or two of sleep per night is enough to fix their poor ability to recover, but recovery is more than just sleep. For example, stretches performed while working, a leisurely lunch with a friend or simply taking in the scenery for a couple of minutes as a microbreak are enough to interrupt the stress reaction in the body and provide more energy for work. Daytime recovery also makes it easier to fall asleep and improves the quality of that sleep.



The exact data provided by Lifestyle Assessment on the reactions of the autonomic nervous system helps identify individual stress factors and find recovery methods for the client's own everyday life.

**98%**

**of participants feel that Lifestyle Assessment has provided them with valuable information about recovery.**

## **The right amount of physical activity in the right way**

Physical activity is an efficient way to promote and maintain health, but it can be difficult to find a form and amount of physical activity that is suitable for you and your fitness level. The world of physical activity appears black and white to many people, i.e. they easily go from one extreme to the other, either exercising with gritted teeth or not exercising at all. But, above all, physical activity should be pleasant and motivating in order for its benefits to extend to not only your muscles but also the recesses of your mind. When accomplished regularly, this potent combination will provide you with strength and energy for both work and everyday life.



Lifestyle Assessment demonstrates the impact of physical activity on your health and body, and accurately estimates your aerobic fitness, helping people of all fitness levels to find the types of physical activity best suited to them.

**86%**

**of participants feel that they have received valuable information on physical activity.**

## **Fitness as the cornerstone to all around wellbeing and health**

A good baseline fitness can lay the foundation for a better life. Better fitness improves your ability to manage stress and lets you sleep better, whilst research has shown improving your fitness from a poor to average level can decrease your risk of premature death by 15%. The fitter you are, the better you can recover and, ultimately, the better you can perform. But you don't have to be running marathons or completing ironman events to see the benefits. Starting a journey to improved fitness can lead to significant early results that lay the foundation for improved health and wellbeing in general.

Lifestyle Assessment's Fitness Level feature accurately estimates your aerobic fitness, motivating people of all fitness levels to improve and helping to track progress.

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

# **| THE PERSONAL PRICE OF POOR HEALTH**

There is nothing good or cheap about feeling unwell. It costs a great deal – to us all. For example, did you know that every pound spent on treatment care is four times less effective than a pound invested in preventative measures?<sup>1</sup> That is why the Lifestyle Assessment tool, when used at an early stage, can help us build a genuinely healthy Britain for the common good and health of us all. Join us in our efforts to promote wellbeing, with guaranteed effectiveness!

## **Feeling unwell comes at a high personal price**

**Uncontrolled stress causes anxiety, exhaustion, aches and pains.**

Your ability to work is reduced.

**Continuous time pressure evokes feelings of inadequacy and lowers the quality of life.**

Depression reduces work efficiency.

**An unhealthy lifestyle reduces your ability to function.**

Excess weight increases the risk of diabetes, cardiovascular diseases and musculoskeletal disorders.

**Poor sleep quality is fatal.**

Sleep deprivation weakens the immune system and may lead to premature death.







There are real costs beyond the personal level, too. An individual's poor health and lifestyle choices have a genuine impact on both employers and the wider society.

## EMPLOYER



**Cost of sick leaves to UK businesses**  
**£29bn per year.<sup>2</sup>**



**Workdays lost to ill-health or injury in 2016**  
**£137.3 million.<sup>3</sup>**  
**That's nearly £600 per employee.<sup>4</sup>**



**The median cost of absence per employee**  
**£550<sup>5</sup>**



**Cost of presenteeism as loss of productivity per person per annum**  
**£4,000<sup>6</sup>**



**Smoking breaks as loss of productivity per full-time employee per year**  
**£1,815bn<sup>7</sup>**

## SOCIETY



**The price tag of sleep deprivation**  
**£30bn<sup>8</sup>**



**Total cost of absence to UK economy in 2017**  
**£18bn<sup>9</sup>**



**Annual cost of work-related stress, anxiety and depression**  
**£5.2bn<sup>10</sup>**

<sup>1</sup> 'What's the Hard Return on Employee Wellness Programs?' Harvard Business Review, 88 (12), 105–112.

<sup>2</sup> PWC Research, The Rising Cost of Absence 2013.

<sup>3</sup> Sickness absence in the labour market: 2016, Office of National Statistics.

<sup>4</sup> 2015 CIPD Absence Management Survey.

<sup>5</sup> CIPD - CIPD - Annual Survey Report – Absence Management 2015.

<sup>6</sup> Whysall, Z., Bowden, J. & Hewitt, M. (2017). Sickness presenteeism: measurement and management challenges. Ergonomics, 61 (3), 1-39.

<sup>7</sup> British Heart Foundation (2016): Health at Work - Economic evidence report for workplace health.

<sup>8</sup> Hafner, M., Stepanek, M., Taylor, J., Troxel, W., & Van Stolk, C. (2016). Why sleep matters — the economic costs of insufficient sleep: A cross-country comparative analysis. Santa Monica, CA: RAND Corporation.

<sup>9</sup> Change at Work: How Absence, Attitudes and Demographics are impacting UK employers, report 2017.

<sup>10</sup> Estimates based on HSE Cost Model.

# | FROM GOALS TO ACTIONS

How can you motivate a client to make a permanent lifestyle change? Step one is often to put together an effective plan. But, to be effective, that plan must take into account all factors affecting your client's wellbeing. Firstbeat Lifestyle Assessment provides you with measured personal data that can help you make an accurate assessment of a client's whole situation. It can also serve as a gentle wake-up call to the client - helping to motivate them to make change without feeling unfairly blamed.

## **Tips for building your client's wellbeing**

Overly ambitious behavioural changes and expectations are behind many failed lifestyle makeovers. Changing everything in one clean sweep can easily bring down the entire project, and it does not give the client enough time to learn new routines and habits. You and your client should, therefore, first set an initial goal that can be achieved quickly, before determining the next leg of your journey.



### **A good goal is**

- ✓ quickly achievable
- ✓ easy to define
- ✓ measurable
- ✓ motivating
- ✓ meaningful



## Be smart when starting out

- Map out your client's initial situation with the Lifestyle Assessment tool in order to provide him or her with means for improvement of wellbeing that are suitable for his or her particular physical condition, stress level, and situation in life.
- Remind your client that wellbeing cannot be achieved through one-off or sporadic decisions but by making the right choice 80% of the time.

## Monitor the effort, change and successes

- Track the effectiveness of the measures taken with Lifestyle Assessment's follow-up measurement.
- Encourage your client to continue his or her journey, regardless of any setbacks.

## Remind your client that it's all about attitude

- Encourage them to think in terms of goals instead of always postponing things.
- Highlight the importance of efficient time management.
- Emphasise the significance of the most important resource, i.e. internal motivation.



*"A wellness professional plays a key role in the client's ability to reach his or her goal, which is why mutual trust is important. The coach helps, guides, supports and encourages the client to determine suitable milestones along the way."*

**Jaakko Kotisaari**

Wellness specialist at Firstbeat

# | STRESS – THE SPICE OF LIFE

People's experience of their own stress is often purely negative, and they usually feel that stress is something that makes their life more difficult. However, life without stress would be very boring indeed, as without stress there is no enthusiasm, mobility or motivation. In suitable doses, stress is good for you, keeping the body functional and the mind alert. But, if it is prolonged and there is not enough time for recovery, even beneficial stress will become a harmful state that wears away at your strength. Lifestyle Assessment recognises the stress factors in work and free time alike and, in doing so, helps your client understand the impact their daily choices have on their own wellbeing.

## **Not the stress but its management**

Work is an easy scapegoat to blame for stress and nights of poor sleep. However, it is actually not until after the working day when the most important choices related to stress management are usually made. . A lack of elements supporting stress resistance in a person's non-working life play a big part in increasing stress symptoms. Poor physical condition, alcohol and illness can impair sleep and nighttime recovery by keeping the body in a state of high alert. Insufficient, poor quality sleep causes mental stress, which, in turn, can make someone irritated at work or annoyed with their partner. In contrast, smart choices once again enable a double-whammy of better stress management and improved resilience.

## **Lifestyle Assessment helps with stress management**

- Helps identify the causes of stress.
- Supports general wellbeing in every aspect of life.
- Promotes self-awareness, which helps individuals make choices that increase their resources



**The goal of stress management is not to fill your day with green, but to help you endure the stress load of the day.**



*"The client is always the best expert in his or her life, and a report alone is not necessarily enough to communicate everything that the client did and felt during the day. That is why I encourage providers of feedback to discuss and consider the client's everyday life and situation in life in more depth together in order to find suitable goals."*

**Niina Karstunen**

Wellness specialist at Firstbeat



# I RECHARGING YOUR BATTERIES: TOWARDS MAXIMUM POTENTIAL THROUGH RECOVERY

Recovery is like a phone battery that you usually need to recharge at least once a day. The more you use your phone, the faster its battery runs out, which means that recharging it once a day may not be enough. The same applies to recovery: The more stressful your day is, the more recovery time your body needs. A long night of good quality sleep is the most important recovery period of the day, but a relaxation exercise during which you empty your mind is enough to recover some energy.

Well-recovered individuals have more resources available to them, which means that they have better endurance and feel better, stay healthier and more productive, and have the energy to do things, participate in recreational activities and enjoy high-quality free time. In other words, wellbeing is not possible without good recovery.

## Recharging your batteries is enhanced by:

- A good state of health
- Healthy nutrition
- Good physical condition
- Good quality sleep of sufficient duration
- Strong relationships
- Regular relaxation
- A positive attitude

## Lifestyle Assessment identifies the factors affecting recovery

The ability to recover is personal and varies according to people's health and situation in life. Some people naturally recover more easily, while for others recovery is slower. Poor recovery leads to poor performances and overloading, in addition to predisposing you to exhaustion and illness.

## Lifestyle Assessment...

- shows how well your body is recovering at present and helps plan measures for enhancing your recovery.
- helps balance stress and rest as necessary to achieve your maximum potential and wellbeing.
- helps identify the factors that slow down recovery, such as not sleeping enough at night.



*"In order to improve, it's important to recognise when your body can handle stress and when you need rest. With the help of Lifestyle Assessment, everyone can learn things about themselves and have a say in how stressful and restorative their own everyday life is. Seeing the impacts of your own choices motivates you to make healthier choices in order to promote better recovery and comprehensive well-being."*

**Satu Tuominen**

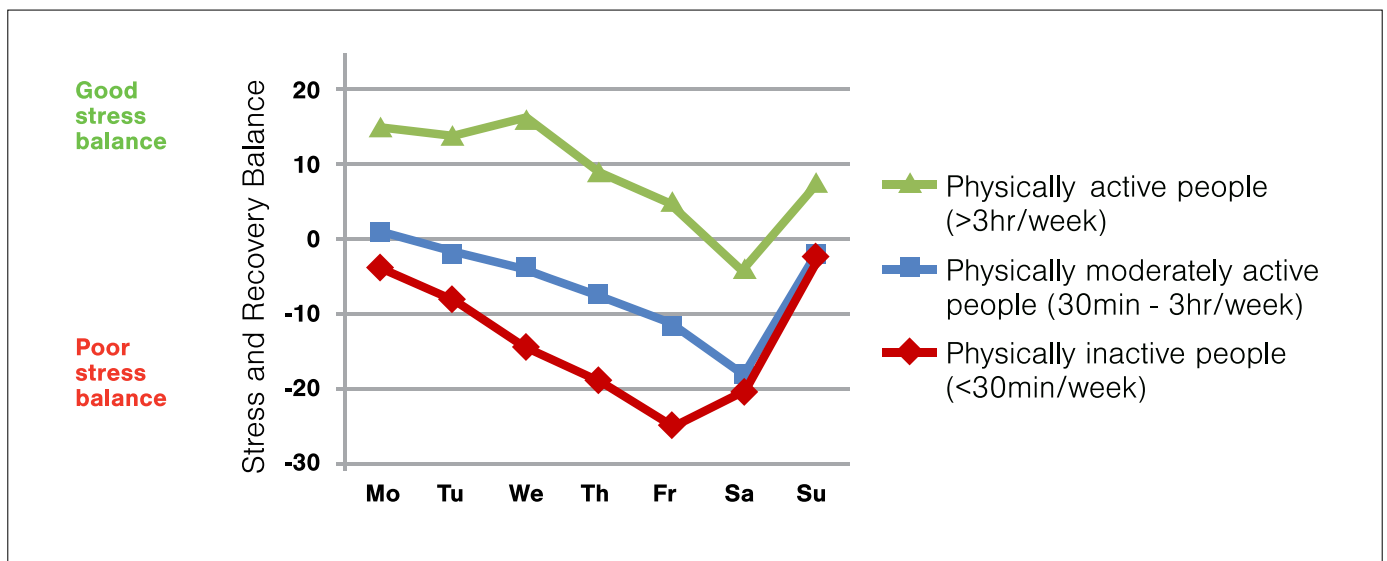
Wellness specialist at Firstbeat

# GET MOVING – GOOD PHYSICAL CONDITION, FASTER RECOVERY

Physical activity is a key factor because it promotes both mental and physical wellbeing and improves quality of life in various ways. Regular physical activity nourishes your mind, lubricates your joints and strengthens your muscles. Adequate physical activity also helps you control your weight and maintain your ability to work and function, in addition to reducing your risk of contracting illnesses related to ageing and lifestyle choices.

## Studies support the benefits of physical activity

- Prevents chronic illnesses and reduces the risk of premature death.<sup>1</sup>
- Helps with stress management and nighttime recovery.<sup>2</sup>
- Effectively reduces symptoms of depression.<sup>3</sup>



*Firstbeat's database shows that individuals who are physically active have a better balance between stress and recovery, and they are able to recover more quickly from stressful days than individuals who are not physically active.*

## Focus on fitness – short and long-term benefits for body and mind

Fitness impacts virtually every aspect of health and wellbeing and improving your aerobic fitness benefits your body and mind in the short and long-term. It improves the functional and structural properties of the heart, blood circulation, muscle metabolism and the ability to utilise fats as energy. Meanwhile, improved fitness leads to improved sleep and productivity and even reduces the risk of premature death.

## Lifestyle Assessment accurately and easily estimates your fitness

Want to know if your exercise plan is having a real impact on your client? Or simply looking for a way to encourage a reluctant client to get physically active?

The Fitness Level feature in Firstbeat Lifestyle Assessment does both, and more. By estimating a person's true fitness level in relation to people of the same age and gender from just one 30-minute walk, Fitness Level provides objective, accurate and reliable data on an individual's aerobic condition.

<sup>1</sup> Warburton, E. Nicol, C. & Bredin, S. (2006). Health benefits of physical activity: the evidence. CMAJ, 174(6), 801–809.

<sup>2</sup> Föhr, T. (2016). The relationship between leisure-time physical activity and stress on workdays with special reference to heart rate variability analyses. Jyväskylä University.

<sup>3</sup> Babyak, M., Blumenthal, J.A., Herman, S., Khatri, P., Doraiswamy, M., Moore, K., Craighead, W.E., Baldewicz, T.T. & Krishnan, K.R. Exercise treatment for major depression: maintenance of therapeutic benefit at 10 months. Psychosom Med. 2000; 62: 633–638.



Firstbeat Fitness Level feature helps you...

- Create fitness programs based on the actual fitness level of the client
- Remove subjectivity when evaluating an individual's fitness
- Motivate clients who see how they compare to peers
- Verify if implemented changes are having the desired effect
- Provide a clear pathway to recommending physical activity



### Lifestyle Assessment supports physical activity

- Helps you find a suitable form and intensity level of physical activity.
- Shows the health and fitness benefits of your daily spontaneous physical activity, light planned physical activity and sports.
- Shows the number of steps you take and energy you consume every day.
- Teaches you how to pace yourself physically.



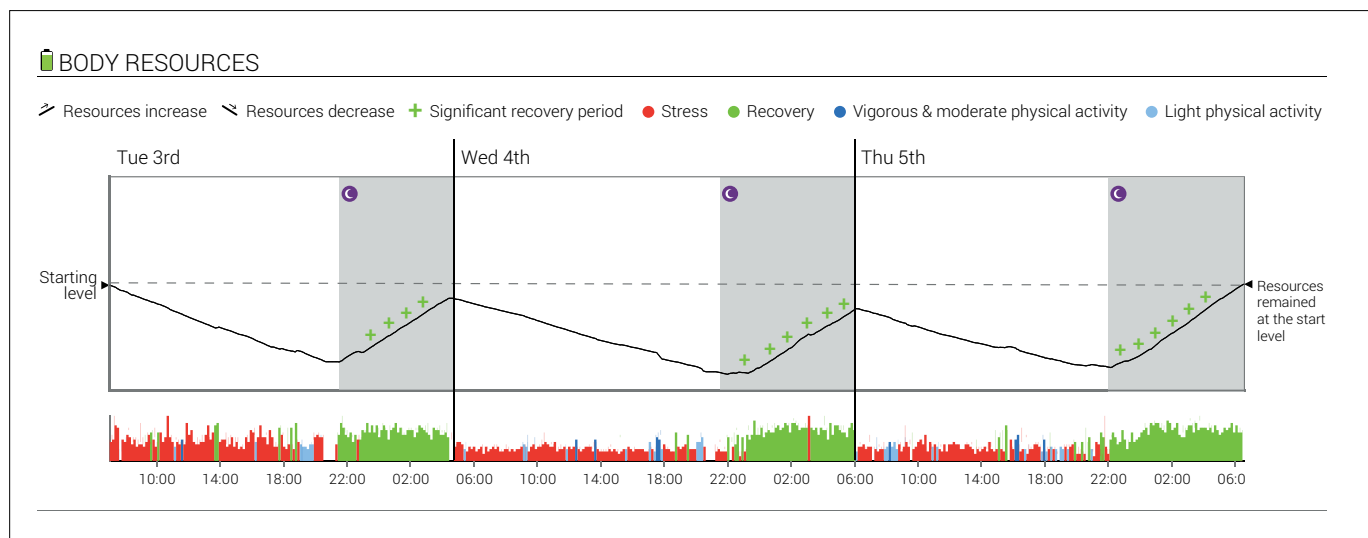
*"For many, it is difficult to find a form, amount and intensity of physical activity that is suitable for them. Lifestyle Assessment helps professionals understand the client's situation in life, see the big picture including current fitness level and compare their observations to the measurement data in order to prepare personal recommendations on physical activity."*

**Tiina Hoffman**

Exercise Physiologist at Firstbeat

# | SUPERCOMPENSATION OF LIFE

A downward spiral in resources is a general cause for concern in feedback discussions after a Lifestyle Assessment. You can and should stress your body, but excessive stress without sufficient recovery is a real health risk. Long work days, poor quality sleep of short duration and intense workouts will drive your body into an overload state, at which point your resource engine will start to stall. In this situation, it often happens that instead of braking, i.e. reducing stress factors, you hit the accelerator and unconsciously act in a way that consumes your resources further: training harder, eating less healthy food or looking to alcohol for relief. In this way, your resource curve continues its downward trend, and living an exciting life can creep up on you until, before you know it, you're at the end of your tether. What does an ideal resource curve look like?



*Lifestyle Assessment helps you balance stress and rest. A rising and falling curve whose peaks grow continually higher indicates a balanced relationship between stress and rest.*





## Supercompensation comprises ups and downs

Improving your physical fitness and all other activities aimed at improving your performance level depend on the adaptive response caused by stress, known as supercompensation, which comprises three stages: stress, recovery and improvement.

All stress is stress which momentarily reduces performance and from which you need to recover. Sufficiently intensive stress or loading disturbs the body's homeostasis, i.e. balance, causing the body to try to adapt to the situation by overcorrecting itself to the baseline level or, if enabled by sufficient recovery, to a more durable and stronger condition than before. This improvement therefore occurs during rest, when the body is allowed to recover from the stress in peace. Regular training that contains enough stimuli improves physical fitness and performance. Combined with sufficient recovery, good physical fitness, in turn, helps you endure occasional stress that is more intense than usual in both everyday life and physical training.



*"Many think that your physical fitness improves during physical activity, even though this actually occurs afterwards, during rest. Similarly, recovery from the day's overall stress load occurs while resting. Lifestyle Assessment is a handy way to teach the client to understand what his or her overall stress load comprises at that exact moment and in this particular situation in life. Lifestyle Assessment also helps you understand how stressful the physical activity that you add to your daily schedule should be in order for recovery to be as efficient as possible when resting"*

**Siiri Naukkarinen**

Sales Support Specialist at Firstbeat

# | CASE: STEPHEN PRICE, FOUNDER OF SP&CO

**Stephen Price**, a highly respected figure in the UK's health lifestyle industry, delivers medically integrated health education lifestyle programmes to SP&Co clients across London. Using Firstbeat Lifestyle Assessment as part of their service enhances understanding of their clients, in turn providing a more well-rounded, individualised and consistent service.

Aiming to help individuals develop their "physical literacy" and boost their wellbeing through a consistent, bespoke service, the benefits of having access to objective data are three-fold for SP&Co.

- Client focus: Specific lifestyle data on clients can inform how to proceed with each session, and tailor it to suit the needs of the individual.
- As an operator: Allows service to be consistent across multiple venues and instill confidence in clients.
- For staff: Provides an extra level of understanding and a good educational tool.



*"It is a useful education tool for our staff because we take on other venues, manage those venues. We recruit, we educate, we've got an academy, so to be able to have a technology that unifies multiple venues is absolutely essential."*

**Stephen Price**  
Founder of SP&Co





# **| CASE: OLIVER PATRICK, VIAVI**

**Oliver Patrick**, a physiologist and executive director of private client health management service Viavi, is a world-leading expert in lifestyle management. For over 6 years, he has worked with many high net-worth clients and supported them to achieve their health and wellbeing goals. Firstbeat Lifestyle Assessment is a core component of the service he offers.



## **Role of heart rate variability in Viavi service:**

- Part of the diagnostic process – Identifying what could be wrong with a client
- Part of the behavior change process – Helping a client come to a conclusion about their own health and help them make choices to change that
- Part of an ongoing relationship – Provides a tool to engage with clients over a life-cycle of membership

## **Lifestyle Assessment as a motivation and education tool**



*"Firstbeat is a great tool that makes complex physiological variables visible and engages the client. It is a unique tool for understanding stress, recovery and resilience."*

**Oliver Patrick**  
Physiologist and Executive Director of Viavi

# | CASE: BMW AND PHELA WELLNESS

BMW have been at the forefront of the automotive industry for over 100 years and acknowledge good leadership and a healthy workforce is critical to maintain this. Their Health Leadership Program places focus on lifestyle and preventive healthcare and utilises Firstbeat Lifestyle Assessment to reveal the link between lifestyle and performance.

At BMW Group South Africa, their Health Leadership Program is managed by Phela Wellness and their Head of Research and Development, Claudius Van Wyk. The program offers BMW a cost-effective solution to issues the company want to solve including building resilience, reducing stress and boosting motivation.

## Incorporating Firstbeat into the solution ensures feedback and guidance provided by Van Wyk and Phela Wellness:

- Is scientifically valid
- Is relevant to each individual
- Is presented in a way that empowers each individual with a clear path towards their goals
- Allows each employee to find ways to take responsibility for their own well-being



*“Firstbeat Lifestyle Assessment is a valuable tool showing actual, accurate, and concrete evidence that daily lifestyle decisions influence our performance, recovery and overall wellbeing. It gives people hard evidence of what’s happening in their lives. As Firstbeat indicates situations that are most replenishing or challenging, it gives people a chance to make specific changes for better wellbeing and improved resilience.”*

**Claudius Van Wyk**

Head of Research and Development at Phela Wellness

# I PROFESSIONALS AS PART OF THEIR CLIENT'S STORY

As a professional, you play the important role of keeping your client afloat in the middle of the ocean of lifestyle changes. Until now, you may have had to rely on guessing in some situations and hoped that you could gain as much neutral information about your client's everyday life and lifestyle as possible in order to prepare an airtight itinerary. Now, having read this guide, you can finally let out a sigh of relief because Lifestyle Assessment will help you see your client's big picture clearly, in a single report. The unique R-R interval analysis will provide your client with data that no other device or service is able to produce.

**Lifestyle Assessment will help you assist your client** in understanding their own situation and recognising the impacts of their lifestyle choices. Together with guidance from the professional, a Lifestyle Assessment conducted before the start of the journey will provide the client with an excellent starting point and an abundance of motivation as they look to reach their goal. A follow-up measurement, usually carried out roughly three months later, will help you ensure the effectiveness of the measures and assess whether it is time to take the next step forward or take corrective steps. In the event of setbacks, you can cheer your protégé on and encourage them to get back on their feet – winners have a plan, losers have an excuse!

**So, come and join us in our effective wellness efforts** by helping your clients take responsibility for their own health and motivating them to make better choices in their work and everyday life. Lifestyle Assessment really is a tool you can't afford not to use!

- ✓ Increase turnover – a small initial investment, great results.
- ✓ Expand your clientele – suitable for clients of almost any age and level of physical fitness.
- ✓ Stand out from the crowd by providing high-quality coaching for individuals or large groups.
- ✓ Create a meaningful impact and sustainable client relationships – recommended by over **90%** of clients.
- ✓ Better client loyalty – **76%** are interested in a follow-up measurement.





## **HAVE ANY QUESTIONS? WE ARE HAPPY TO HELP – CONTACT US!**

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## FIRSTBEAT LIFESTYLE ASSESSMENT



**An Easy And Effortless Tool**



**Quick Results**



**Deeper Impact**



**STRESS**



**RECOVERY**



**EXERCISE**