

Firstbeat Life Measurements in Wellness Coaching



APPLICATION

Stress Management and Resilience Coaching for Key Personnel

Help key personnel succeed in their roles by providing them with tools for stress management and recovery.

Supporting Workplace Wellbeing and Good Work Ability

Enhance wellbeing at the workplace by identifying key areas for improvement and supporting individuals in need of additional care.

Adding Movement to the Workday

Help employees discover simple and practical ways to increase movement and physical activity during the workday to reduce health risks.

Firstbeat Life Measurements in Wellness Coaching

Firstbeat Life measurement gives wellness coaches a scientifically validated and precise tool to assess an individual's wellbeing.

With the help of these measurements, it's easy to identify key areas for improvement in workplace wellbeing and pinpoint individuals who need extra support.

By leveraging accurate physiological data, you can enhance the impact of your services by helping your clients reduce their health risks.

Stress Management and Resilience Coaching for Key Personnel

Use Firstbeat Life measurements when you want to:

- Improve the performance of the leadership team and key personnel by providing effective tools for stress management.
- Ensure that key personnel have sufficient resources to recover from work-related stress.
- Support the wellbeing and commitment of key personnel by enhancing their resilience.
- Prevent the impact of key personnel's stress from affecting leadership and the organization.

Measurement Instructions

1 Instruct the client to complete a continuous 3-5 day measurement.

- This ensures sufficient data to identify individual wellness factors and potential risks.
- Instruct the client to log work hours, work tasks of interest, mood, and other key events in the app's diary to gain insight into their workday structure.

2 Have the client perform a 30-minute fitness level walk (VO2max) during the first measurement.

- The walking test helps determine whether physical fitness supports healthy stress management or poses a risk to performance.

3 Schedule coaching sessions, e.g., on a monthly basis.

- Plan measurements (3+ days) approximately once a month, especially during demanding work periods or workdays.
- Review key areas for improvement and practice techniques to regulate energy levels throughout the day to enhance performance and efficient workflow.



User tip

Help key personnel develop routines that support recovery and stress management.

1) Identify stressors:

Learn to recognize demanding situations and implement recovery-supporting strategies, such as micro-breaks.

2) Strengthen resilience:

Encourage habits that promote long-term wellbeing, such as sufficient sleep, exercise, and a positive mindset.

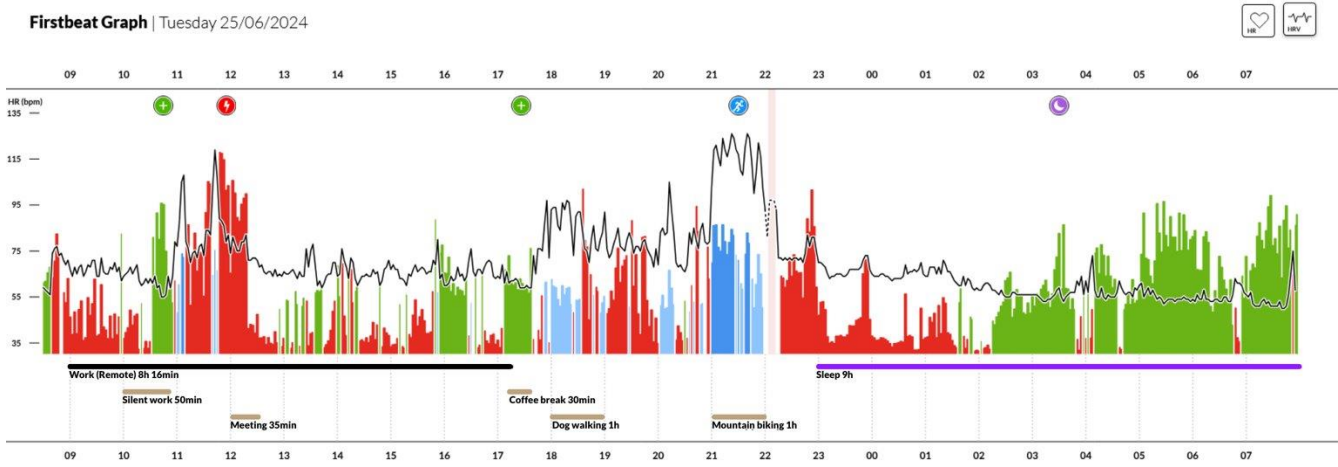
3) Plan ahead:

Establish meeting preparation routines that reduce reactivity and improve time management.

Use measurements to demonstrate progress and effectiveness.

Stress Management and Resilience Coaching for Key Personnel

1) Use the Firstbeat Graph to understand the client’s work-life balance and daily routines.



FIRSTBEAT MEASUREMENT RESULT	EXAMPLES OF POSSIBLE ACTIONS
<p>Work Time</p> <p>→ If there is little or no recovery during work hours</p> <p>→ If there is prolonged and intense stress during work hours</p>	<p>Review stressful (and restorative) moments during the workday and discuss what happened: What works and what doesn't?</p> <p>Discuss the importance of breaks. In tennis, there is a 20-second break between points. The best players use these breaks for recovery and learning. <i>Leadership question:</i> Do you take breaks throughout your day, and how do you use them? Are you on autopilot, or do you consciously try to break a cycle of stress?</p> <p>Tips:</p> <ul style="list-style-type: none">• Take 2–5 minute breaks during the day and focus on deep breathing or relaxation to lower stress levels.• Use transition periods, such as moving between meetings, to reduce stress. For example, take a short walk or listen to calming music on the way to your next meeting.
<p>Leisure Time</p> <p>→ If there is little or no recovery during leisure time</p>	<p>Discuss setting boundaries between work and personal life: Does work spill over into your leisure time? What strategies can help prevent this? <i>Leadership question:</i> How do you ensure that you can detach from work and recover during your leisure time?</p> <p>Agree on concrete actions to ensure sufficient recovery during leisure time. Tip: "Transition Ritual" – Use your commute home or the final moments of your workday to calm your mind. Listen to soothing music or take a short, peaceful walk after you end the workday.</p>
<p>Sleep Cycle</p> <p>→ If restorative sleep (recovery) is delayed or there is high stress during sleep</p>	<p>Identify the causes of poor sleep. Excessive stress and a hectic day can prevent the body and mind from unwinding.</p> <p>Tips:</p> <ul style="list-style-type: none">• On stressful days, avoid alcohol and stimulants (caffeine, nicotine) to support better sleep quality.• Prioritize active stress relief in the afternoon or early evening, such as yoga, light exercise, or outdoor activity. This helps lower adrenaline and cortisol levels.• Avoid checking emails right before bedtime.

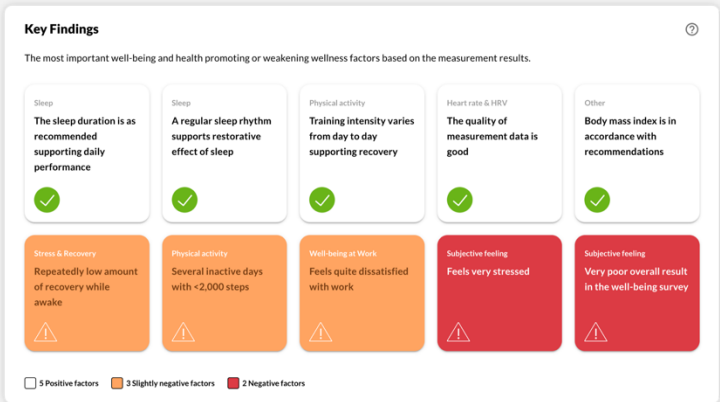
Stress Management and Resilience Coaching for Key Personnel

2) Check wellness strengths and risk factors

- _____ strengths (green)
- _____ development areas (orange)
- _____ risk factors (red)

In key personnel roles, the ability to handle pressure and continuously develop is essential, making recovery a necessity. Just like athletes, key personnel benefit from systematic coaching and structured routines that support their resilience.

Healthy lifestyle habits, such as sufficient sleep, physical activity, and a balanced diet, form the foundation for good performance and wellbeing.



FIRSTBEAT MEASUREMENT RESULT

If there are many risk factors (red) and/or development areas (orange)

EXAMPLES OF POSSIBLE ACTIONS

If the client has lifestyle or recovery-related risk factors, interventions should be tailored individually and focus on small, concrete changes. Ensuring sufficient sleep and recovery is the foundation of resilience, so these areas should be prioritized first. After that, attention can be directed toward improving work routines or leadership skills.

Focus on one risk factor at a time to help the client experience progress without feeling overwhelmed. Regular meetings ensure ongoing support and commitment.

If there are many positive strength factors and only a few risk factors or development areas

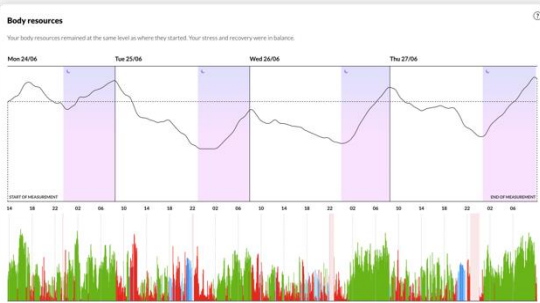
- If the client already maintains a healthy lifestyle, coaching can focus on optimizing work routines and enhancing resilience. The goal is to support high performance without long-term stress. Examples:
- Define concrete goals to improve work performance and resilience.
 - Utilize short micro-breaks throughout the day to enhance recovery.
 - Prioritize activities that support recovery (sleep, exercise, nutrition) and sustain wellbeing in the long term.
 - Integrate healthy habits into professional life, such as short activity breaks to boost work efficiency.
 - Build resilience and ability to recover from challenges (e.g., exercises that improve the ability to handle pressure in a constructive way).
 - Practice time management and prioritization to ensure effective work flow.
 - Use measurements to track how the client manages stressful situations and see if the implemented changes help reduce stress during and after the workday.

Stress Management and Resilience Coaching for Key Personnel

3) Check the Body Resources graph to see if the resources are increasing or decreasing

- ☐ body resources increased
- ☐ body resources remained the same
- ☐ body resources decreased

Constant stress and depletion of resources make leadership reactive - energy is spent on putting out fires instead of developing the organization or oneself.



FIRSTBEAT MEASUREMENT RESULT

If body resources remained the same

EXAMPLES OF POSSIBLE ACTIONS

Leadership question: Do you have enough energy only to lead, or do you also have the capacity to develop / improve?

Discuss factors that either increase or drain energy. Strengthen resources by improving workday routines (prepare for meetings, regulate emotions during meetings, recover after meetings). Reflecting on personal work habits, proactive planning, and adopting a future-oriented leadership approach can enhance resilience and improve the ability to handle demanding situations.

If body resources decreased

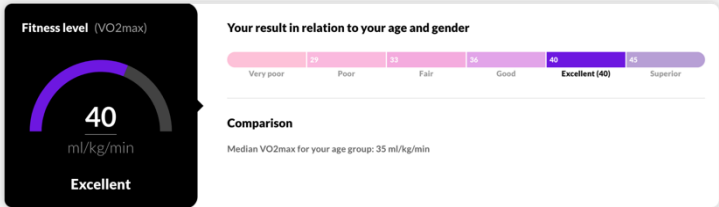
Discuss the causes of strain (mental, physical, social, or professional) and create a plan to reduce overall workload. Support recovery and encourage proactive leadership to prevent excessive stress buildup.

4) Check the client's Fitness Level (VO2max; in report header or under summary)

- ☐ Superior
- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor

_____ VO2max (ml/kg/min)

In addition to expertise and the ability to handle pressure, leaders need good physical readiness to endure demanding leadership situations. Good physical fitness helps manage stress and tolerate high-pressure situations, and boosts the ability to recover from stress.



FIRSTBEAT MEASUREMENT RESULT

If Fitness Level is very poor, poor or fair

EXAMPLES OF POSSIBLE ACTIONS

Improving one's physical condition is important for enhancing stress management and resilience. Plan concrete actions to increase daily physical activity and improve fitness. Schedule regular exercise sessions in the client's calendar. Identify motivating and realistic forms of physical activity that suit the client's preferences and lifestyle.

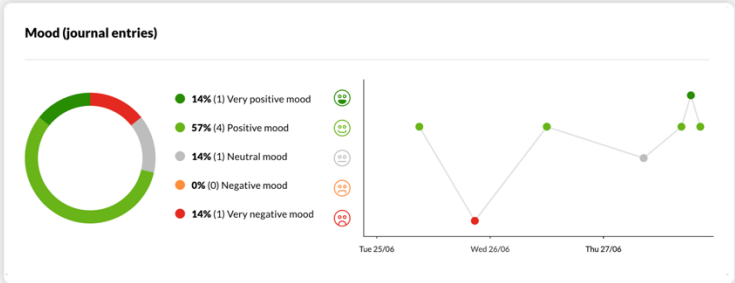
Stress Management and Resilience Coaching for Key Personnel

5) Check the client's mood

- [] mostly positive mood
- [] mostly neutral mood
- [] mostly negative mood

Being motivated to hold a key leadership role impacts overall emotional state and recovery. If a key person finds their role overwhelming, it can negatively affect their mood.

It's important to recognize one's emotional state at work and in life in general—and be able to adjust it when necessary. Managing energy levels throughout the day supports recovery and helps maintain balance in other areas of life.



FIRSTBEAT MEASUREMENT RESULT

Predominantly neutral mood

EXAMPLES OF POSSIBLE ACTIONS

A neutral emotional state may indicate that the key person is in balance and does not feel excessive stress or excitement. While the mood isn't negative, developing a more positive mindset can help boost energy, motivation, and impact work situations in a positive way.

- Tips for enhancing mood:
- **Make time for recovery:** Releasing stress is essential for activating positive emotions. Schedule “empty moments” in your calendar, during which you can unwind without a sense of urgency.
 - **Take a break before meetings:** Focus on breathing and visualize a positive outcome before entering a challenging situation.
 - **Adopt a future-oriented mindset:** View upcoming leadership situations as opportunities to make an impact and create something new. This shift in perspective moves the focus from merely managing a situation to driving positive change.
 - **Boost your mood:** A short walk, inspiring music, or a brief mindfulness exercise before a leadership situation can help elevate your emotional state.

Predominantly negative mood

A negative mood might stem from exhaustion, uncertainty, lack of purpose, or an overwhelming sense of responsibility. A persistently negative emotional state keeps activation level high and slows recovery.

- Tips for shifting a negative mood:
- **Identify triggers:** Discuss what factors trigger negative emotions and what is needed in those situations.
 - **Take breaks and rest:** Ensure you take enough breaks and get sufficient sleep. Overwork and tightly packed workdays can worsen a negative emotional state.
 - **Assess workload:** Can you delegate or reprioritize tasks? Excessive workload is often a major contributor to negative emotions.
 - **List meaningful aspects of work:** What excites and motivates you? Spend more time on these areas and less on energy-draining tasks.
 - **Stay goal-oriented:** Clarify how daily tasks contribute to larger leadership goals. A clear sense of purpose helps reduce negativity.

Supporting Workplace Wellbeing and Good Work Ability

Use Firstbeat Life measurements when you want to:

- Support employee wellbeing and work ability, and reduce absenteeism and turnover, by targeting wellbeing actions based on measurable data.
- Assess employee workload levels and identify wellbeing risk factors as well as individuals at risk of overload.
- Enhance the effectiveness of your coaching by motivating employees to take care of their resilience through small, personalized steps.
- Collaborate with the workplace to create new, encouraging guidelines that boost wellbeing.

Measurement Instructions

1 Instruct the client to complete a continuous 3-5 day measurement.

- The duration should be at least 2-3 workdays and 1 day off.
- This ensures sufficient data to assess workload levels as well as individual strengths and risk factors.

2 Instruct employees to log workdays in the app's measurement diary.

- Workday entries provide key insights into workload levels and recovery during working hours.

3 Have the client perform a 30-minute fitness level walk (VO2max) during the measurement.

- The walking test helps determine whether an employees' physical fitness is a resource or a risk factor for good work ability.



User tip

Create a 6–12 month coaching program for the workplace, structured around periods with a specific theme.

Design these periods to include an engaging lecture, wellness exercises related to the topic, measurements, and a group coaching session.

Wellness themes and regular coaching sessions keep employees motivated and encourage them to make measurements.

Focused themes help participants learn and implement small, lasting changes throughout the program.

Supporting Workplace Wellbeing and Good Work Ability

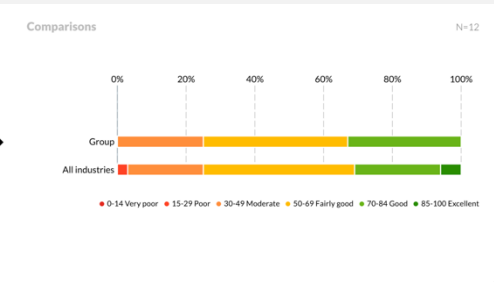
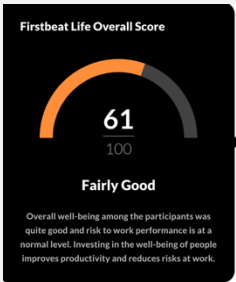
1) Check the Firstbeat Life Overall Score

_____ overall score

The overall wellbeing score reflects the employees' overall health and wellbeing, influenced by the balance between stress and recovery, restorative effect of sleep, and the health effects of physical activity. This score helps assess the current state of a team or organization and can identify potential challenges.

Good overall wellbeing supports good work ability, energy, and effective job performance. If wellbeing declines, it first manifests as reduced motivation and productivity and can lead to indirect costs for the company.

If the situation persists, it can result in sick leave and early work disability, increasing direct costs and having a negative impact on long-term business success.



FIRSTBEAT MEASUREMENT RESULT

If the overall score is good or excellent

If the overall score is moderate or fair

If the overall score is poor or very poor

EXAMPLES OF POSSIBLE ACTIONS

Employees have a balanced stress-recovery ratio, good sleep quality, and good health effects of physical activity, which support good performance at work, motivation, and efficiency, while reducing the risk of sick leave.

By maintaining a high level of wellbeing, the company can strengthen employee commitment, productivity, and long-term competitiveness.

The group's stress-recovery balance, sleep quality, and physical activity benefits are not optimal. This may lead to fatigue, decreased work performance, and increased risks over time.

Wellness measurements: Continue monitoring the situation with measurements and support both the work community and individual employees as needed.

The employees might have high stress levels, insufficient recovery, and/or reduced physical well-being. This increases the risk of sick leave, reduced work ability, and long-term health problems.

Wellbeing measurements: Continue monitoring the situation and provide targeted support to both the work community and individual employees as needed.

Workplace Wellbeing Coaching

Supporting Workplace Wellbeing and Good Work Ability

2) Identify employees at risk of overload and provide support

_____ poor overall result

_____ moderate overall result

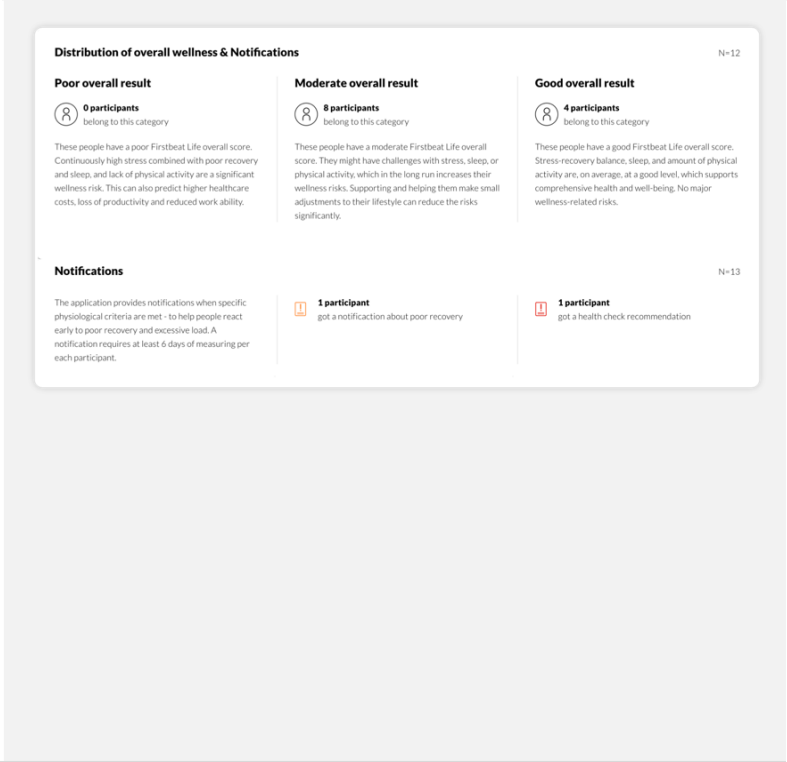
_____ notifications on poor recovery

_____ health check recommendations

Overall wellness assessment helps identify the number of employees at risk of overload and determines whether actions are needed at group level, in addition to individual interventions.

Notifications about poor recovery (📌) and recommendations for a health check (📌) always require individual actions.

According to the Firstbeat database, about 6% of employees receive a poor recovery notification, and around 1% receive a health check recommendation.



FIRSTBEAT MEASUREMENT RESULT	EXAMPLES OF POSSIBLE ACTIONS
Employees with a poor overall result	<p>Check individual report to understand specific reasons behind the poor result and plan targeted actions for each affected employee.</p> <p>If multiple employees receive poor results, consider planning company-wide initiatives to support good work ability, such as workplace wellness coaching, sleep or stress management workshops, or other related actions.</p>
Employees who received a notification about poor recovery	<p>Check individual report to determine underlying causes of poor recovery and plan tailored interventions.</p> <p>If several employees receive poor recovery notifications, consider implementing company-wide initiatives, such as well-being at work coaching, a more detailed assessment of workload factors, or a plan to reduce overall workload. If necessary, arrange individual health consultations.</p> <p>Take advantage of Firstbeat Life sleep tasks to improve recovery.</p>
Employees who received a recommendation for a health check	<p>Ensure that these employees are promptly encouraged to seek medical consultation and/or undergo further examinations. Investigate their situation and provide additional support as needed, such as a health consultation. Employees who receive this recommendation often require longer-term support and follow-up.</p>

Supporting Workplace Wellbeing and Good Work Ability

3) Check the different wellbeing categories and discuss areas for improvement with the group

- _____ stress & recovery balance
- _____ restorative effect of sleep
- _____ physical activity
- _____ fitness level (VO2max)

The scores for the different categories help identify the challenges within a team or organization. This allows actions to be targeted to where they are most needed, optimizing the use of resources and maximizing the impact on overall wellbeing.

Reviewing the results together with the team enables open discussion and gives employees the opportunity to find the best ways to support their own wellbeing. The role of the coach is to guide and facilitate this process, ensuring that key themes are concrete and embedded in daily routines.



FIRSTBEAT MEASUREMENT RESULT

If the result is moderate or fairly good

If the result is poor or very poor

EXAMPLES OF POSSIBLE ACTIONS

- Even if employees have the basics under control, there is still room for improvement. Suggested actions:
- Stress and recovery balance:** support workload management and recovery. Encourage regular breaks and relaxation exercises. Offer flexibility and task prioritization if applicable.
 - Sleep:** review sleep routines and provide sleep coaching to improve restorative sleep quality.
 - Physical activity:** provide exercise benefits or workplace activity programs.
- A poor result in any wellbeing area can lead to reduced energy and motivation, decreased work ability, and increased stress across the team or organization. Recommended actions:
- Stress and recovery balance:** distribute workload more evenly and plan actionable steps, such as scheduled, guided breaks or daily relaxation exercises.
 - Sleep:** improve sleep quality through campaigns, such as sleep coaching or sleep workshops.
 - Physical activity:** provide diverse health and fitness services for employees, such as active breaks and on-site exercise options.
 - Utilize occupational health services:** collaborate with healthcare providers for targeted support for employees who experience high levels of stress.

Adding Movement to the Workday

Use Firstbeat Life measurements when you want to:

- See how much the employees move during work and leisure time to identify the need to increase physical activity.
- Help the employees find easy and practical ways to incorporate movement into their workday to reduce the health risks of inactivity.
- Improve employee energy levels and resilience by increasing their daily movement.
- Encourage the work community to transition towards a healthier, more active lifestyle.

Measurement Instructions

1 Instruct the client to complete a continuous 4-day measurement.

- The first measurement period assesses overall wellbeing and typical physical activity patterns in daily life and during work.
- Make sure the measurement period includes at least two typical workdays in terms of movement.
- Recommend a 30-minute fitness level walk (VO2max) to determine whether the employee's fitness level is a resource or a risk factor.

2 Compare the impact of different workdays on movement.

- Instruct the client to complete a second measurement that includes two different types of workdays, such as remote work vs. office work to allow comparison of physical activity patterns.
- Encourage logging the workday and possible movement breaks in the app's diary.

3 Find ways to increase movement during work hours.

- Organize a webinar for the work community on the health benefits of movement and physical activity, including practical strategies for reducing the negative effects of prolonged sitting.



User tip

Create, for example, a 3-month intervention that includes baseline and follow-up measurements.

Between scheduled measurements for the group, employees can independently measure their activity on different days (e.g., remote vs. office work vs. days-off) to learn more about their activity patterns.

Include engaging lectures on the benefits of physical activity as well as exercise challenges that encourage movement during the workday.

Conclude the intervention with a feedback session, where participants discuss the results, key takeaways, and new habits.

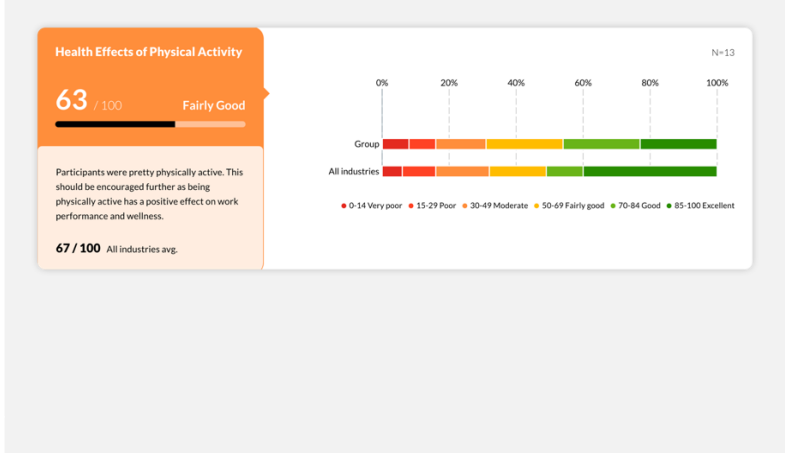
Adding Movement to the Workday

1) Check the health effects of physical activity at the start and end of the intervention

health effects of physical activity

The health effects of physical activity score shows whether the employees are moving enough in relation to general recommendations. A good result means that these recommendations are being met.

Review the group-level result in a coaching session and discuss ways the employees can increase movement during and after work. Agree on workplace practices that support an active lifestyle.



FIRSTBEAT MEASUREMENT RESULT

If the health effects of physical activity score is fairly good or good
If the health effects of physical activity score is moderate or poor

EXAMPLES OF POSSIBLE ACTIONS

Regular, sufficient physical activity is a strength for the organization. It supports the employees' resilience and performance. Encourage the company to continue promoting active lifestyles.
Develop an action plan to support physical activity at work and during leisure time. Suggestions could include exercise benefits for the staff, active breaks during the workday, and campaigns that encourage movement. Also consider utilizing Firstbeat Life Physical Activity tasks .

2) Assess the employees' Fitness Level at the start and end of the intervention

Superior

Excellent

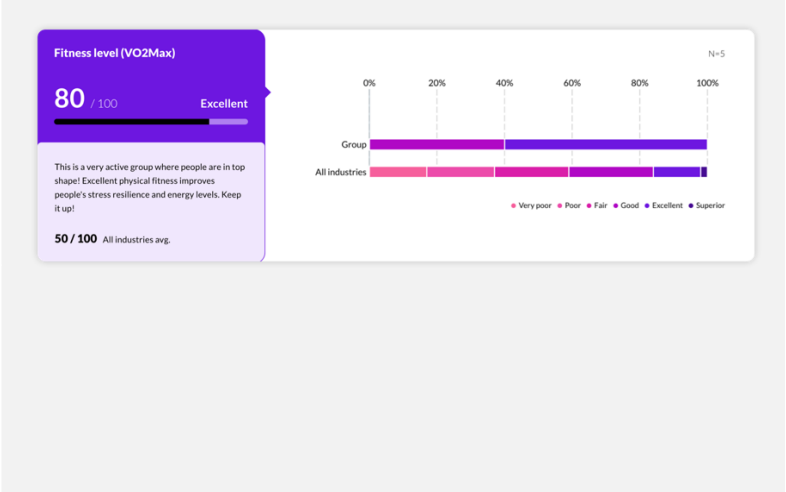
Good

Fair

Poor

Very poor

Reviewing the results with the team enables open discussion and gives the work community an opportunity to find the best ways to support an active lifestyle and improve fitness. The coach's role is to guide and support this process, ensuring that the key themes become embedded in daily routines.



FIRSTBEAT MEASUREMENT RESULT

If Fitness Level is fair, poor or very poor

EXAMPLES OF POSSIBLE ACTIONS

Develop recommendations for improving the employees' fitness, such as daily movement breaks, walking meetings, activity challenges (e.g. to increase the number of daily steps), and group exercise sessions. Plan organization-wide initiatives to encourage movement, such as exercise benefits (e.g. a gym voucher). Provide individual fitness plans and offer consultation for people with the lowest fitness levels.
--

Adding Movement to the Workday

3) Help employees to check their physical activity status in the Wellness Factors report

- [] **Excellent**
- [] **Good** (mostly green)
- [] **Moderate** (mostly grey)
- [] **Low** (mostly orange and red)
- [] **Very low** (mostly red)

Provide each employee with their Wellness Factors Report, either by email before the group coaching session or as a printed copy during the session.

Use an example report to guide the participants in identifying the key insights from their own report.

Physical activity	⑦ Health effects of physical activity	Positive impact
	⑦ Exercise intensity	Neutral impact
	⑦ Daily activity (steps)	Neutral impact
	⑦ Exercise timing	Neutral impact
Fitness level	⑦ Fitness level (VO2max)	Positive impact

FIRSTBEAT MEASUREMENT RESULT

If the health effects of physical activity are too low (orange or red)

→ Physical activity levels and/or intensity have been insufficient on most measurement days.

If exercise intensity has been frequently high (orange or red)

→ Measurement days have repeatedly included very strenuous workouts, which increases the risk of overtraining.

If daily activity (step count) is low (orange or red)

→ The step count has been very low on multiple days (less than 2,000 steps per day).

If the timing of exercise is not optimal (orange or red)

→ Workouts have frequently ended less than 2.5 hours before bedtime.

If Fitness Level is low

→ Maximal performance capacity (VO2Max) is low or very low, compared to one's reference group.

EXAMPLES OF POSSIBLE ACTIONS

Recommend increasing the amount and/or intensity of exercise so that most days include at least 30 minutes of moderate activity or 20 minutes of vigorous activity. Good examples of this kind of exercise include cycling, brisk walking, running, or group workouts.

Encourage interval training for improved cardiovascular benefits, such as: 5–10 × 1 min bursts, 5 × 3 min bursts, or 3–5 × 5 min bursts with 3–5 min recovery periods between intervals. The goal is to increase the heart rate to a moderate – brisk level, but without excessive strain.

Remind people about the importance of easy exercise and rest days to boost recovery and improve long-term performance. Without adequate recovery and low-intensity exercise, the risk of overtraining and injuries increases and performance does not improve.

Recommend activities include walking, swimming, or low-intensity outdoor activity, to help maintain aerobic fitness while ensuring recovery.

Recommend increasing built-in daily movement, such as walking part of the commute, parking further away from the destination, or getting off one bus /train stop earlier and walking the rest of the way.

Encourage active daily habits, such as house chores, DIY, or yard work / gardening, all of which contribute to daily movement and step count.

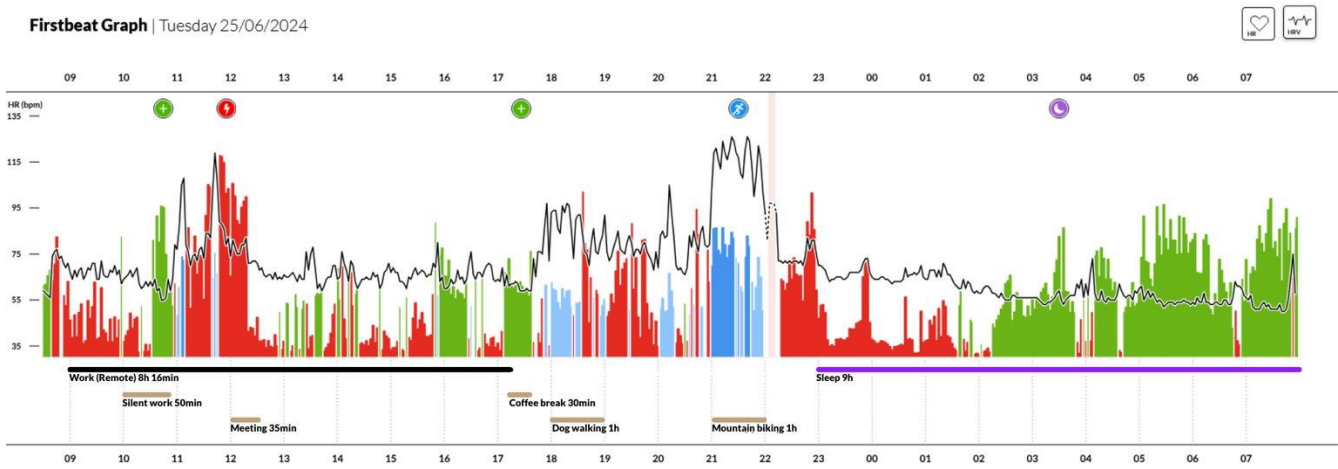
Recommend scheduling strenuous exercise (e.g., strength training or high-intensity workouts) at least 3–4 hours before bedtime to give the body time to wind down.

If the client prefers evening workouts, suggest lighter activities, such as yoga, stretching, or easy walking, which promote relaxation and help prepare the body for sleep.

Everyday activity, such as walking or cycling, is a safe starting point for those with a low fitness level. Even a small increase in daily activity, such as 10-minute sessions, can improve the fitness level for beginners.

Adding Movement to the Workday

4) Use the Firstbeat Graph to see if different days (including work and leisure days) include enough physical activity to prevent health risks from inactivity



FIRSTBEAT MEASUREMENT RESULT

Little or no light activity (light blue) or exercise (dark blue) during workdays

Little or no light activity (light blue) or exercise (dark blue) during leisure time

EXAMPLES OF POSSIBLE ACTIONS

Workday inactivity reduces energy levels and resilience, and can increase the risk of chronic diseases.

Recommend small but regular activity throughout the workday, such as active breaks, "office walks" (short walk around the office every hour), walking meetings, and using stairs instead of elevators.

Encourage breaking up prolonged sitting by using a standing desk and incorporating light stretching into daily routines.

Leisure-time exercise does not fully compensate for inactivity during workdays. If movement during work is not possible on some days, emphasize the importance of sufficient leisure time physical activity on those days.

Chronic inactivity can lead to serious health problems, such as obesity, heart disease, and mental health challenges. On the other hand, for those exercise regularly, it's important to have physically easy days and rest days to promote recovery and prevent overtraining.

If a person is physically inactive and daily routines don't include hardly any exercise, starting with small steps is key:

1. **Start small:** Short walks (10–15 minutes per day) can be a great first step.
2. **Find an enjoyable activity:** Try light forms of exercise, such as cycling, swimming, or yoga –something that sounds appealing.
3. **Incorporate movement into daily life:** Walk to the store or engage in light household tasks to increase your daily activity level.
4. **Make movement social:** Join friends or family for physical activities, such as walks, hikes, or outdoor events.
5. **Set realistic goals:** Plan a gradually increasing exercise routine that fits into your daily life and motivates you to keep going.