

How-to-Guide:

Utilizing Physiological Data in Health and Wellness Coaching

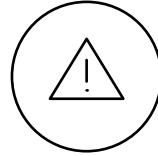


Firstbeat Life Helps You to:

- Get accurate physiological data to understand your clients' wellness status and create truly personalized wellness programs.
- Deepen and lengthen your client relationships; proven to increase customer retention up to 4 x longer.
- Create more touch points for you as the expert and a chance to check in regularly.
- Create scalable health and wellness services.



Discover Your Client's:



Body Resources

By keeping an eye on the body resources, you will learn how to balance your client's load and recovery and can prevent overtraining or overload.



Restorative Effect of Sleep

By monitoring the restorative effect of sleep, you can see if your client is able to recover from the stress and load of their daily life and will learn more about sleep quality.



Stress and Recovery Balance

Helps ensure that the overload load (work, training, life) is not excessive.



Health Effects of Physical Activity

Check to see if your client's daily physical activity is sufficient to support good health and physical fitness.



Fitness level (VO2Max)

You can check your client's aerobic fitness level and track progress with a simple 30-minute fitness level walk.



Training Effect

By keeping an eye on training effect numbers, you can see if your client is exercising at an appropriate intensity (e.g. too hard or too easily), considering their current fitness level).



Concrete Examples - How to Utilize the Measurements

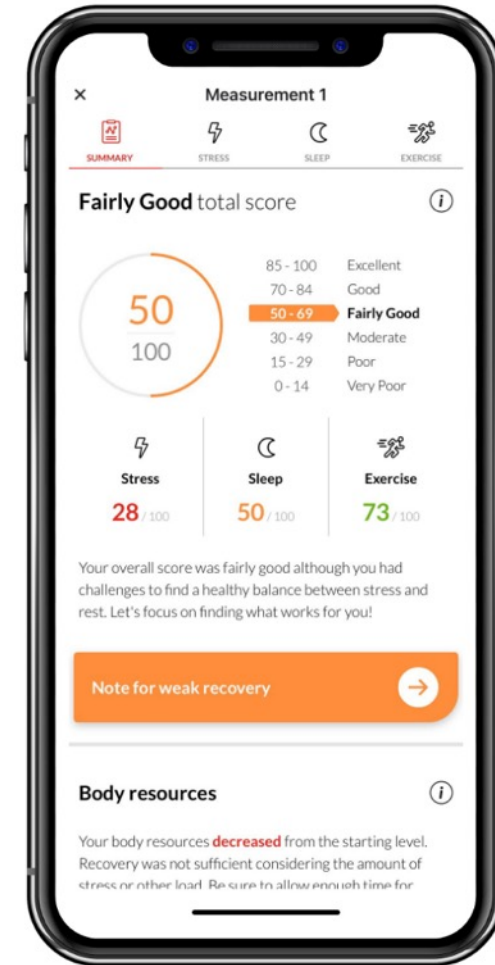
Wellness check when starting a new coaching program

A comprehensive wellness check (stress, recovery, sleep, fitness level) with a new client helps you to plan a personalized wellness program.

Discover individual stress and recovery triggers to boost well-being and performance.

Learn which activities and habits support sleep to improve energy and resilience.

See if the client's days include enough exercise to provide good health and fitness effects and support overall well-being.



Client's app view

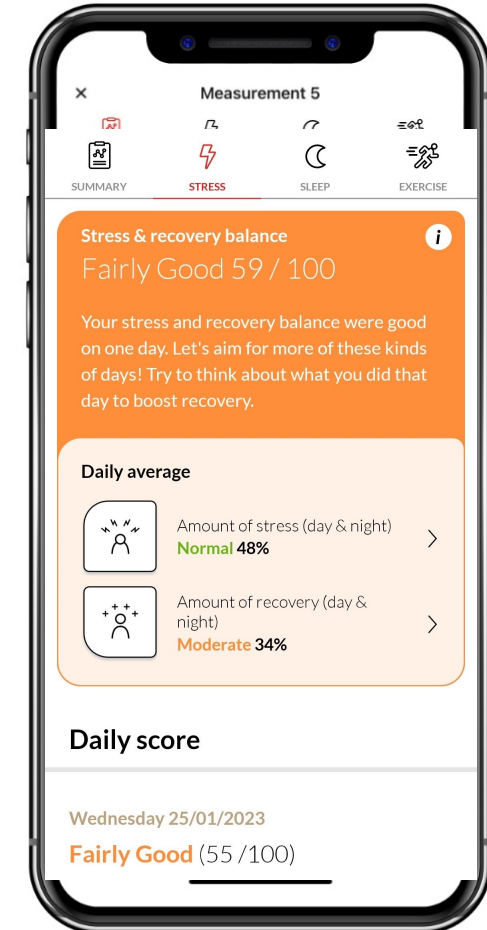
Concrete Examples - How to Utilize the Measurements

Before or after making changes to the wellness plan

When you want to check if the client is ready for the program to be changed – and after the change, make sure the changes are leading to desired results.

See how the body reacts to the changes. Is recovery improving or is the change causing even more stress?

Regular check-ups give you the confidence to adjust the program as needed.



Client's app view.

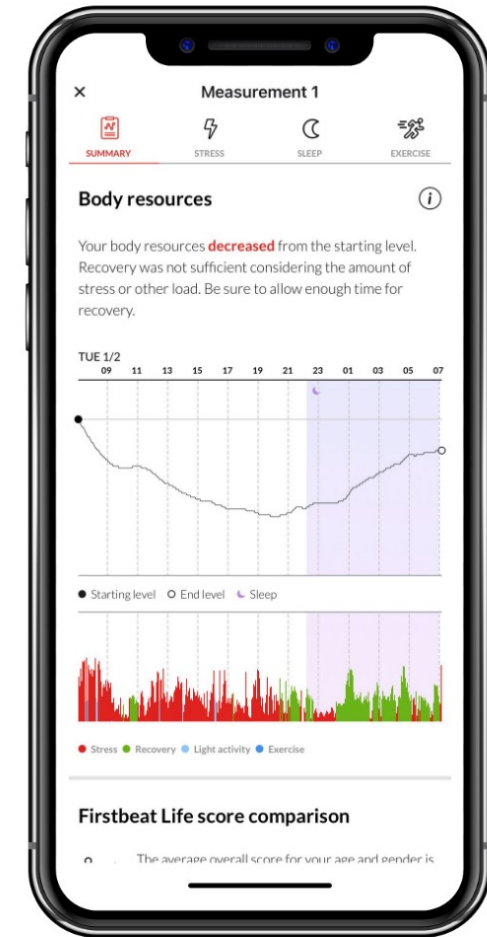
Concrete Examples - How to Utilize the Measurements

When general health or life situation changes

When the client's life experiences changes or disruption (e.g. divorce, baby, new job) or when recovering from illness or burnout, it is important to monitor stress and recovery to ensure sufficient resources.

Have the changes in life affected the client's recovery status or sleep quality?

Is the client's training load and overall load of life still appropriate?
Should the training load be temporarily reduced?



Client's app view

Concrete Examples - How to Utilize the Measurements

When testing new things to improve self-awareness and performance

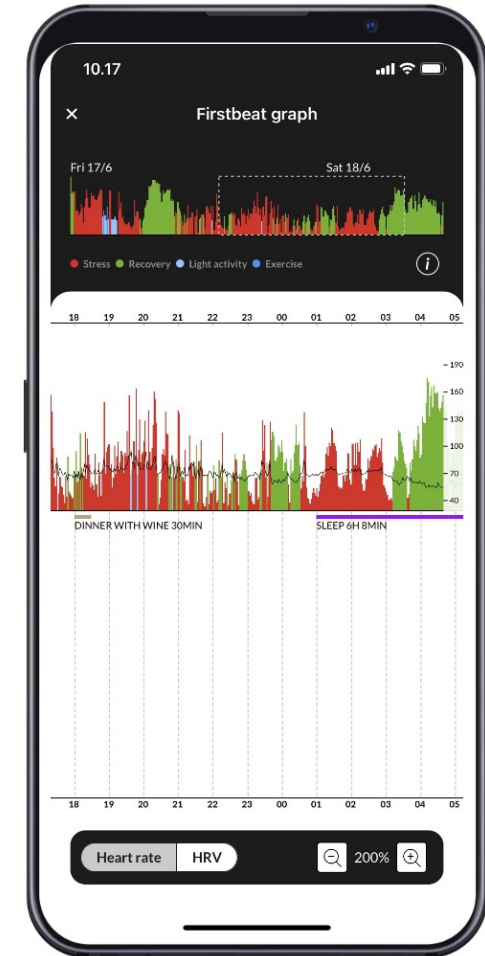
Discover and experiment with new ways to improve recovery and boost resilience.

Test how different methods or habits affect the client's stress-recovery balance or body resources (e.g., yoga, meditation or dietary adjustments)

What kind of concrete activities promote recovery, such as relaxation exercise, stretching, power nap, or better structuring of the workday?

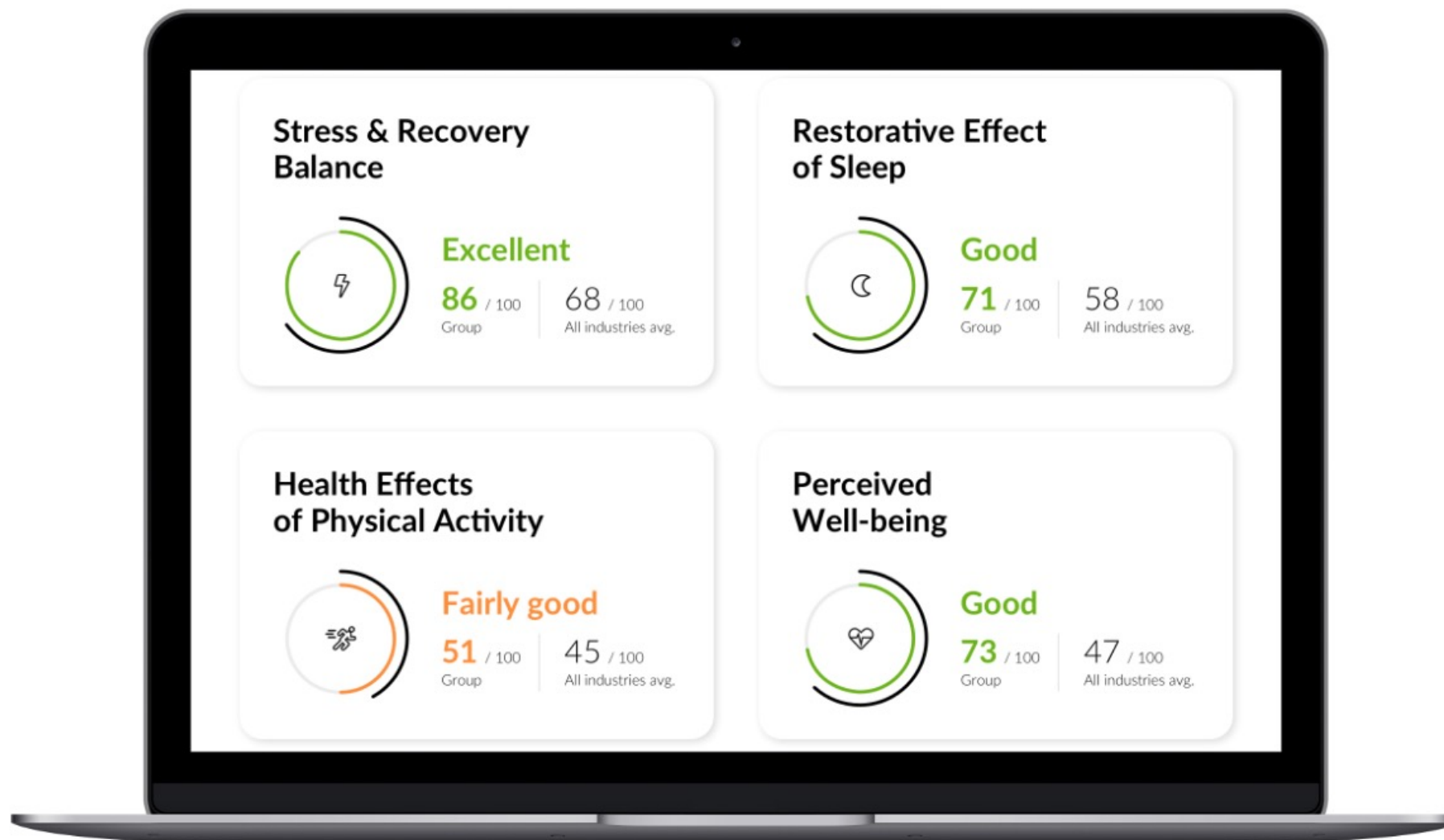
How do alcohol, coffee, or heavy meals late in the evening affect the restorative effect of sleep? What tends to cause prolonged stress reactions – work, busy leisure, or unhealthy everyday choices?

Physiological data shows how the body reacts to life, helping your client understand the effect of lifestyle choices on recovery and make changes that best suit their unique situation.



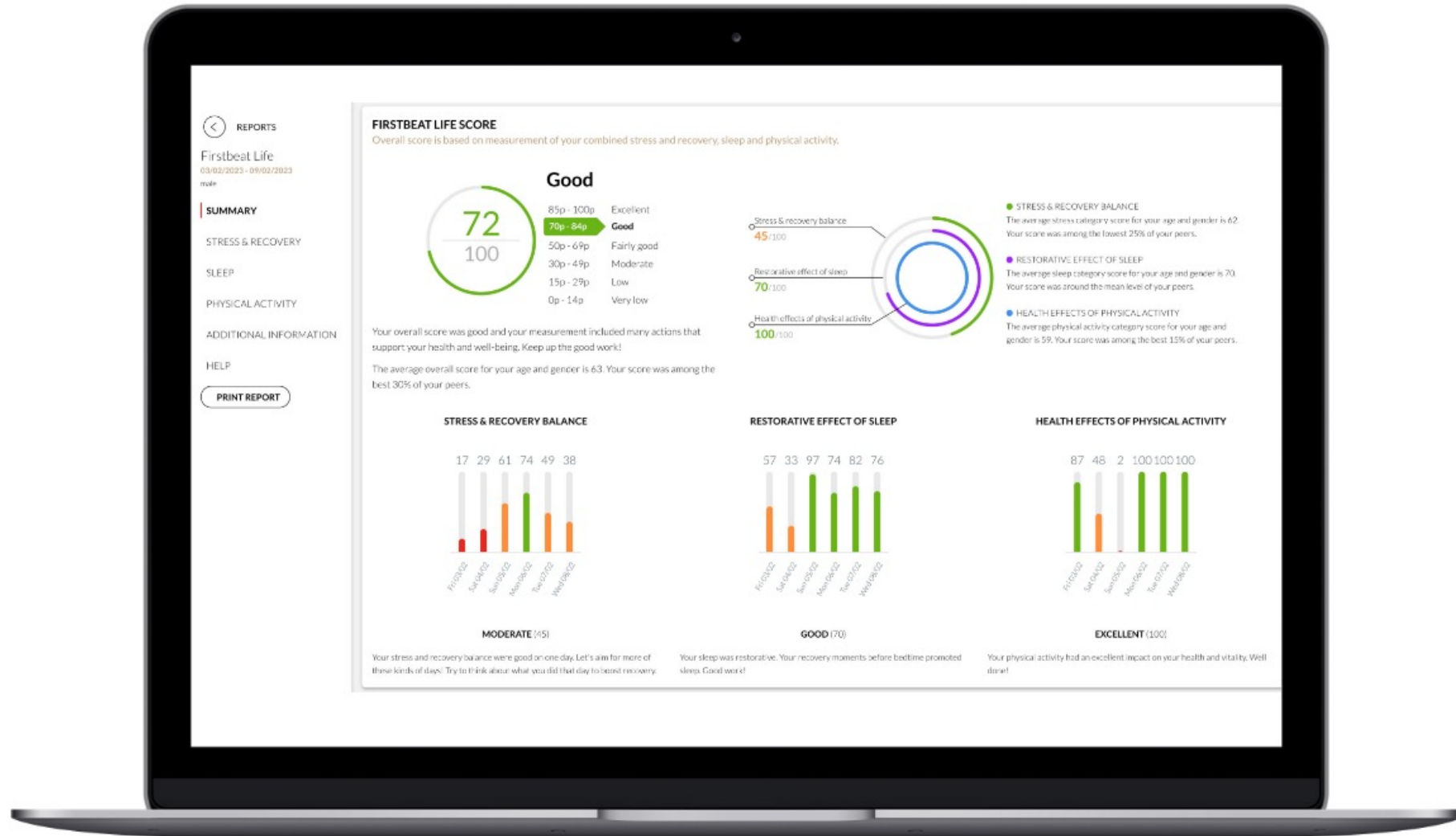
Client's app view

Track Results And Monitor Progress



Your Firstbeat Life Admin view to client's results

Track Results And Monitor Progress



Your Firstbeat Life Admin view to client's results

See The Effects of A Client's Daily Choices

Example: Impact of intensive exercise in the evening on recovery

Stress and recovery balance



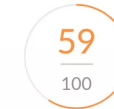
The score reveals whether you have enough recovery in your day in relation to the amount of stress.

Health effects of physical activity

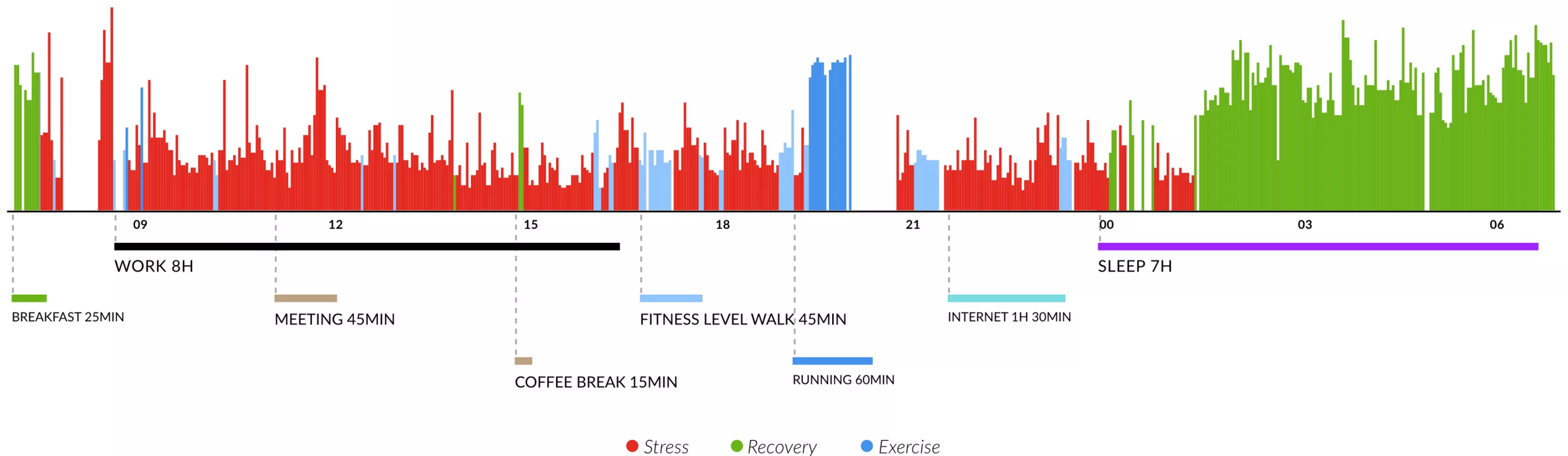


The score reveals whether you had enough physical activity this day to provide good health benefits.

Restorative effect of sleep



The score reveals how well you actually recover during the sleep period.



Tips on How to Utilize Measurements in Different Fields of Coaching

Resilience coaching

Learn from the measurement data which daily activities promote recovery. Test different tactics, mindfulness, yoga and see their effects.

Stress management

Get a visual of your client's daily stress peaks and what causes them with the diary markings.

Nutrition Coaching

Check the effects of eating heavy meals vs. light eating and the impact of eating regularly on stress and recovery.

Sleep coaching

Discover more about your client's sleep: Is their sleep restorative? Does your client recover during sleep? When does the recovery start during the night? Which daily activities enable good quality sleep? See the effect of alcohol on sleep.

Health and fitness coaching

Check your client's fitness level and track how it improves over time. Help bring physical activity to daily routines and see how its effects appear in the measurement data.

Personal Training

Plan safe and effective training programs according to a client's wellness and fitness level. Follow the progress and adjust when necessary.

Employee wellness

Help employees balance their stress and recovery both at work and during leisure time to improve resilience and performance.

Examples of Health and Wellness Services with Firstbeat Life

Create a concept that suits you best –for individuals or groups

Get Started Concept

Wellness Check – Get insights

Check your client's stress & recovery balance. See if the recovery is sufficient.

- Client uses Firstbeat Life for at least 2 measurements
- Provide feedback on results and key recommendations for further action
- This allows you to get started with new clients and introduce your coaching services

Duration 3 months

Get Well Concept

Lifestyle Change

Coach your client towards a specific goal. Implement small changes and follow their impact.

- Personal plan (for individual or group)
- Coaching meetings (individual or group)
- Following the lifestyle change program you can continue with a Sustain and Maintain plan (priced separately or included within package)

Duration 6-12 months

Stay Well Concept

Sustain and Maintain

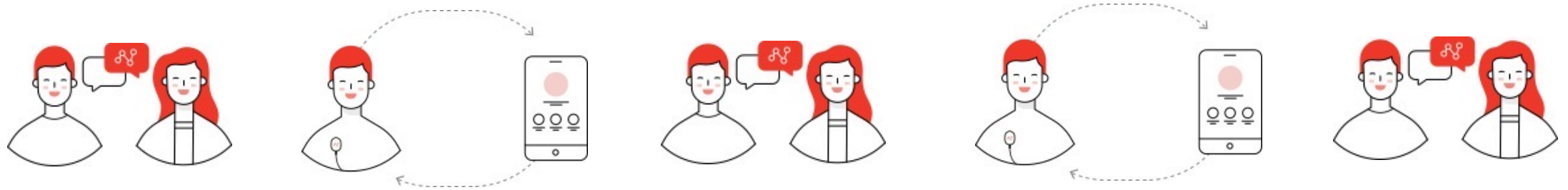
Ensure your client's lifestyle changes are embedded / permanent to improve quality of life.

- Firstbeat Life measurements are used to monitor ongoing progress and intervene when needed
- Coaching to support client path
- Personal plan

Duration: fixed term or
until further notice

How to Integrate Firstbeat Life Within Your Services?

Regular meetings commit the client to the wellness journey.
Works both for live and remote services.



Coaching session: "Status check"

Check client's current situation, needs and goals.
-> coaching plan

Instructions for using Firstbeat Life.

Independent measurements & learning

Client measures **independently** and learns with the Firstbeat Life App.

Coaching session: "Discuss the results"

Discuss how it is going, view the **measurement results** and the client's journey so far.

-> New guidelines and updated coaching plan.

Independent measurements & learning

Client continues to follow the coaching plan and conducts Firstbeat Life measurements regularly or as agreed.

Coaching session: "Follow-up"

Discuss the journey so far, results and / changes. Make updates to the plan.

Agree on next steps.

Services with Firstbeat embedded: Longer Customer Relationships and Increased Revenue

INCREASE CUSTOMER RETENTION
UP TO

4 times longer

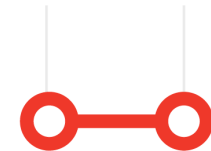
2/3 users onboard after 12 months

EVEN MORE THAN

50%

MORE SALES

Typical Coaching Program
(Intensive phase 3 months)



Coaching Program
with Firstbeat Life:

Get Well
(Intensive phase)

Stay Well
(Maintenance phase)



Months 0 3 6 9 12 15

2/3 of users
onboard

How Are Other Wellness Professionals Utilizing Firstbeat?



SAGA Performance

- Private coaching to individuals to get the best out of themselves
- Helping companies build healthy corporate cultures. Working especially with executives in high-pressure environments.

The Resilience Program for Executives and Executive Teams

- 4 to 6 months
- At least 2 Firstbeat measurements, before and after
- Teaching self-leadership and stress management
- Educational, engaging and empowering workshops

[Read the user story](#)

How Are Other Wellness Professionals Utilizing Firstbeat?

ACTPRO Corporate Coaching



- Range from individual users to large organisations
- Delivered remotely and on-site
- Variety of different countries

6-month coaching program (or tailored length):

- Each employee conducts Firstbeat Life **measurements** independently as often as they like
- 2 x 45 min ACTPRO **individual coaching** sessions (45-min) conducted remotely
- Digital ACTPRO coaching **content**, such as webinars and online lectures, to support self-leadership and personal targets defined in the coaching sessions
- Actpro provides a **common monthly task** for the whole staff with varying themes (e.g. on stress, recovery, exercise) to support the development of personal well-being and encourage to measure the well-being actively.
- Additional service: Group reports and analysis for groups of 10 + people.

How Are Other Wellness Professionals Utilizing Firstbeat?

Erik Van den Top- Transformative insights

- Aim – to help his corporate clients be at their very best – focusing on health, wellness and performance.

Signature Leadership program, 4 months:

- Firstbeat Life **measurements** (baseline, mid-point and end of programme)
- ‘lead for well-being’ **educational** component
- **leadership coaching** with a focus also on enhancing the leaders’ own resilience, well-being, and leadership effectiveness.

Program for professional staff, 4 months:

- a baseline Firstbeat Life measurement
- group sessions, online learning, and individual coaching sessions to take them on a health, well-being, and performance enhancement journey.
- ongoing Firstbeat measurements to support data-driven feedback loops that generate ongoing insights to help people make and sustain targeted changes.

[Read the user story](#)





What Our Clients From the Field Say About Firstbeat Life

Smartbeat Brings Data-Driven Wellness to Corporate Health Programs

“It is hard for people to change their behavior without seeing the impact of changes they make,. With Firstbeat Life, they get that needed feedback, even on small adjustments in daily activities. Weekends, for example, are typically quite busy times for people. Even though they are not working, weekends are often stressful, and Firstbeat Life shows them that. It’s a real eye-opener for many to see the impact of weekends on their body battery.”

Mark Verhaegen, Smartbeat | [Read the user story](#)



Saga Performance Uses Firstbeat Life to Help High Performance Coaching Clients

“I wanted to have something that is science-based, something reliable, and I knew Firstbeat Life is really one of a kind. Secondly it had to be easy to use, it had to be something that I could see all of an executive team using, so it’s not something that is really visible or that makes life uncomfortable or difficult.””

Satu Ahlman / [Read the user story](#)

What Our Clients From the Field Say About Firstbeat Life



“I started using [Firstbeat Life](#) with individual clients, but very quickly realized that it had organizational application. There was a great opportunity to integrate Firstbeat’s technology to build a really well-designed program to help people make and sustain behavioural and lifestyle changes. This not only enhanced their health and well-being but also enabled them to attain and sustain highly effective leadership and performance.

One of the key things that I like about Firstbeat is the ability to objectively quantify people’s health, well-being, and performance.”

Eric van den Top / [Read the user story](#)



Elevate your Coaching Services
with Physiological Data

Sign up today

