



Hintsa

Redefining Success

Why leaders of the future should focus on health and wellbeing

Annastiina Hintsa

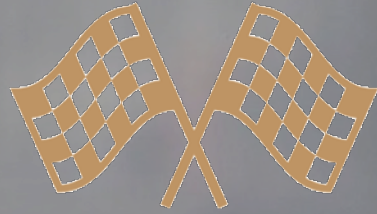
Hintsa Performance

Aki Hintsa

1958-2016



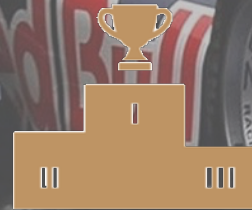
How can I maximise my performance, while also living a healthy and balanced life?



100% of F1 races won by Hintsa affiliated Driver over the past four seasons



12 World Driver Championships



96% podium places over last four seasons

Optimise,
don't maximise.

- Aki Hintsala



Where it all started

Success is a
byproduct of wellbeing.

- Aki Hintsa

A man in a grey long-sleeved shirt and black leggings is crouching in a field of tall, dry grass. He is focused on adjusting the laces of a black and white patterned athletic shoe on his right foot. He is wearing a blue watch on his left wrist. The background is a soft-focus landscape with a body of water and a hazy sky. The overall tone is warm and natural.

Better Life.
Better Performance.



Our lives are fundamentally changing

We believe there is no such thing as work–life balance. There is only life, and it’s changing fast.

Life-expectancy increases

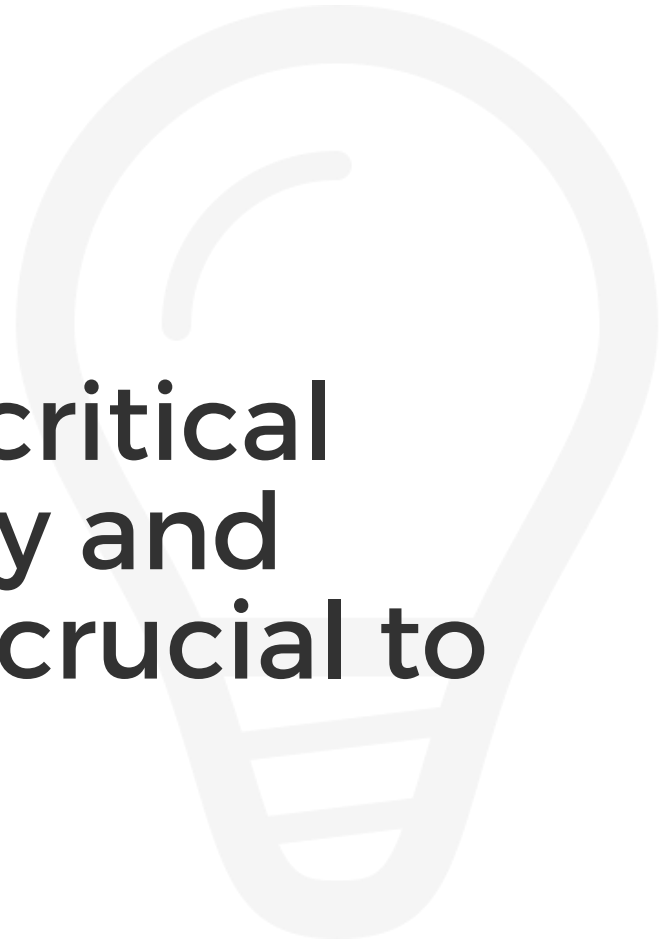
**We will live and work longer
than ever before.**

Machines replace human professions

47% of human jobs will be fully or partially automated in just a few years.

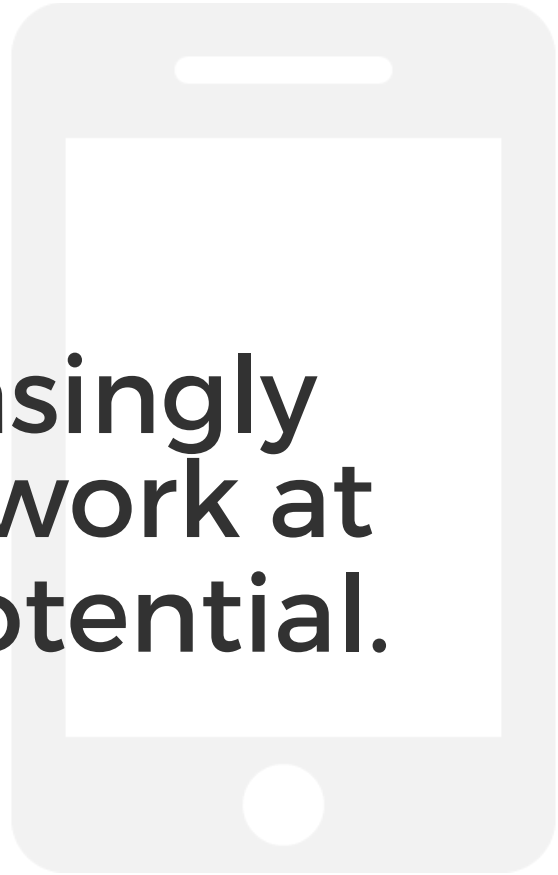
Key skills change

Problem solving, critical thinking, creativity and collaboration are crucial to success.



Attention span shortens

We become increasingly reactive, and only work at a fraction of our potential.

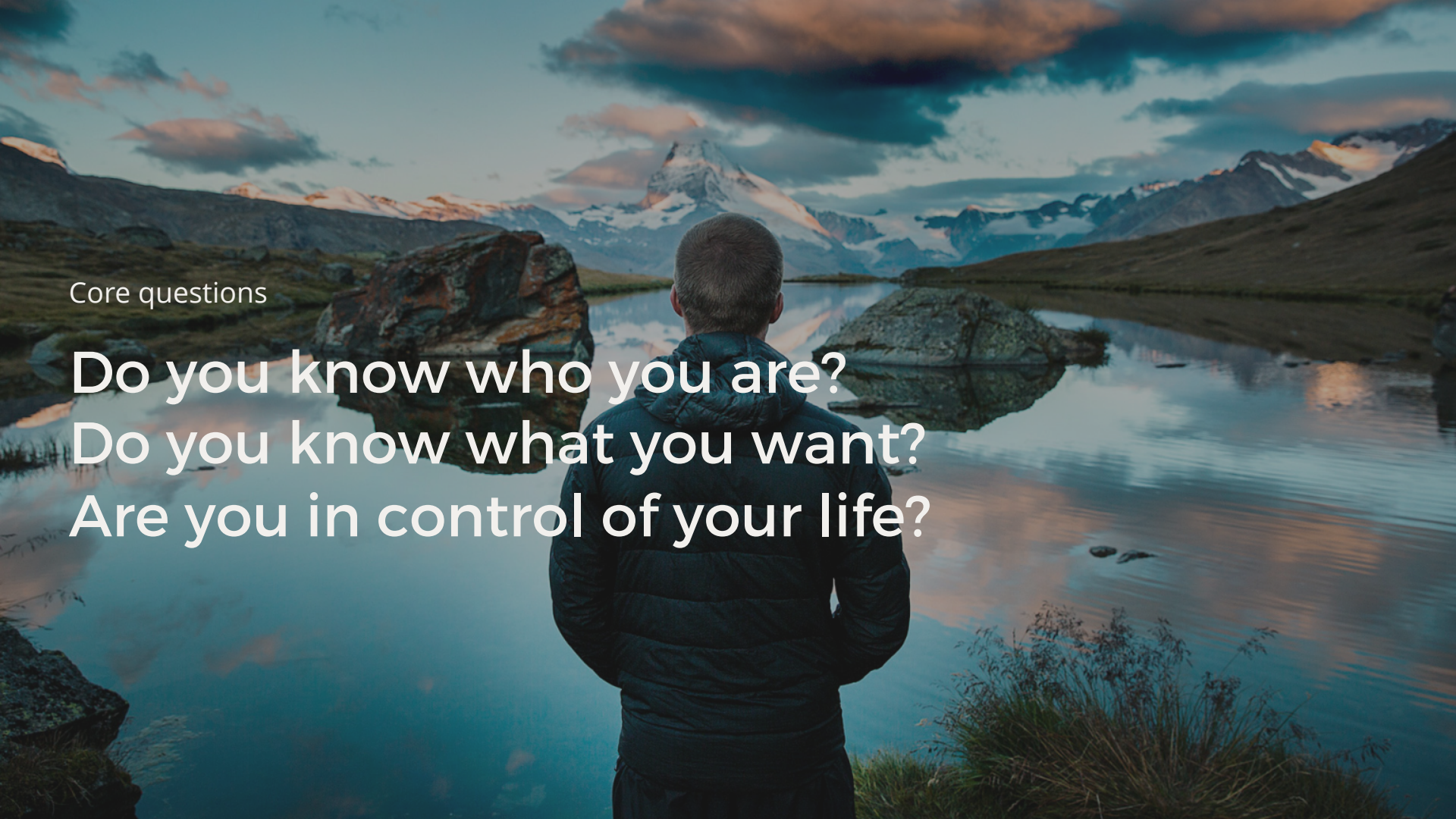


The background features large, faint, light gray numbers '2', '4', and 'r' that are partially obscured by the main text. The '2' is on the left, the '4' is in the middle, and the 'r' is on the right.

Humans are not machines

**Flows are great for robots,
but not so great for humans.**

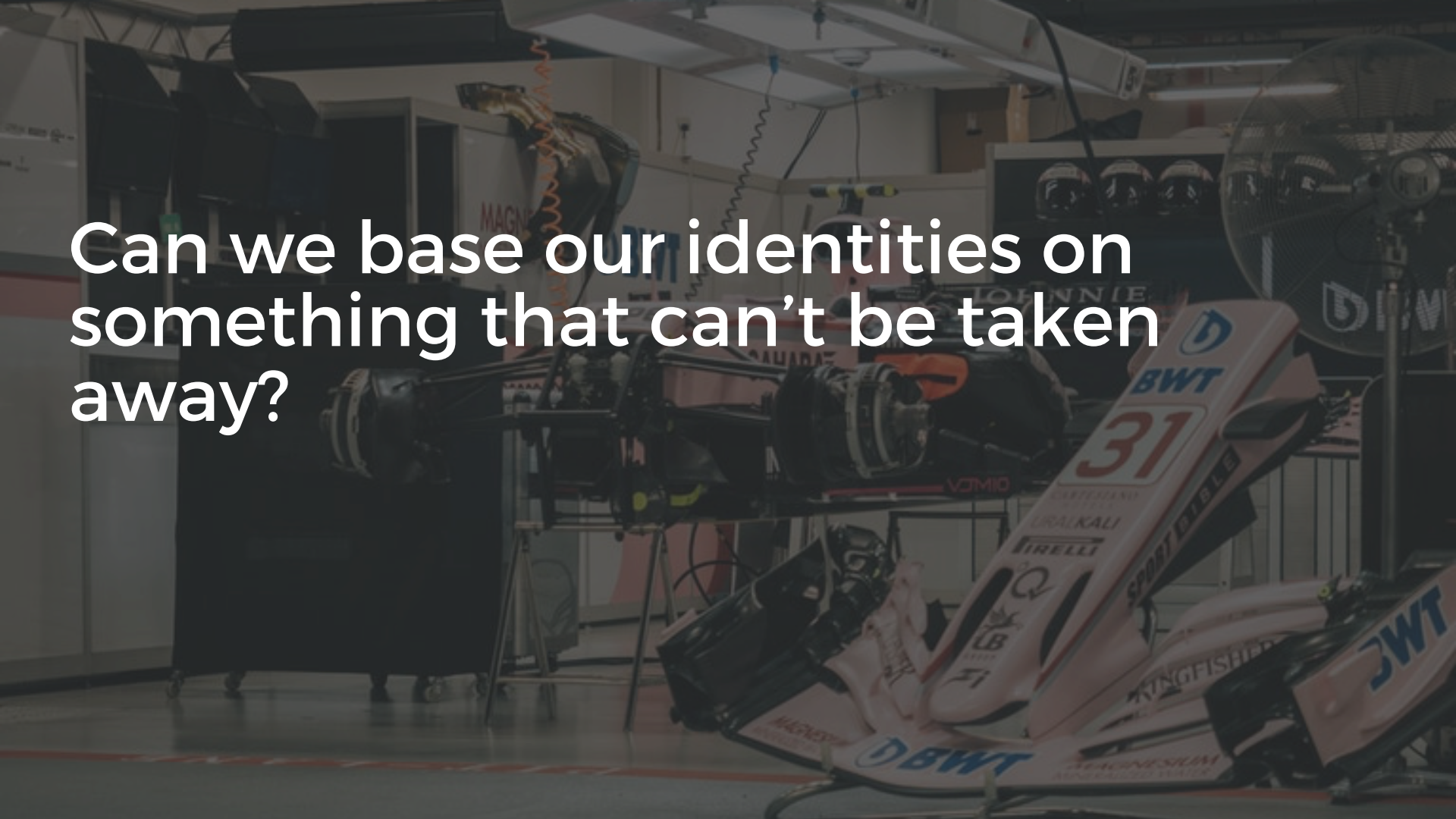


A person in a dark jacket is seen from behind, looking out over a calm lake. The lake reflects the sky and the surrounding landscape. In the background, there are snow-capped mountains under a dramatic, colorful sky with orange and blue tones. Large rocks are visible in the water.

Core questions

Do you know who you are?
Do you know what you want?
Are you in control of your life?

Can we base our identities on something that can't be taken away?





Linking who we are with
what we do.

Each element
represents
choices you
make.



If information was enough,
we'd all be billionaires with
perfect abs.

Derek Sivers



Let's talk about sleep.

A black and white close-up portrait of Margaret Thatcher. She is looking directly at the camera with a serious expression. Her right hand is raised, with her index finger pointing towards the viewer. She is wearing a dark, patterned jacket over a light-colored blouse. The background is a plain, light color.

“Sleep is for wimps.”

Margaret Thatcher

A close-up portrait of Arnold Schwarzenegger, looking directly at the camera with a serious expression. He is wearing a dark blue checkered blazer over a white collared shirt. The background is a plain, light-colored wall.

“Just sleep faster, I would
recommend.”

Arnold Schwarzenegger



The people who need to focus are often the most fatigued.

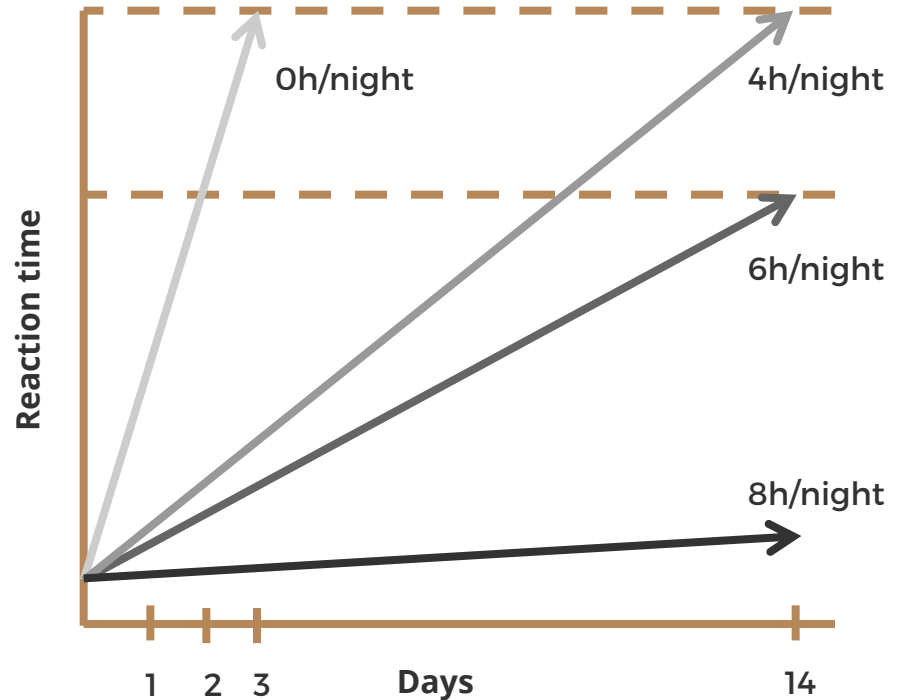


What's your average sleep amount and why does it matter?

Sleep debt is cumulative and it impairs our performance

Sleeping for 6 hours / night for two weeks in a row resulted in performance deficits equivalent to staying up two nights in a row.

Van Dongen et al. 2003



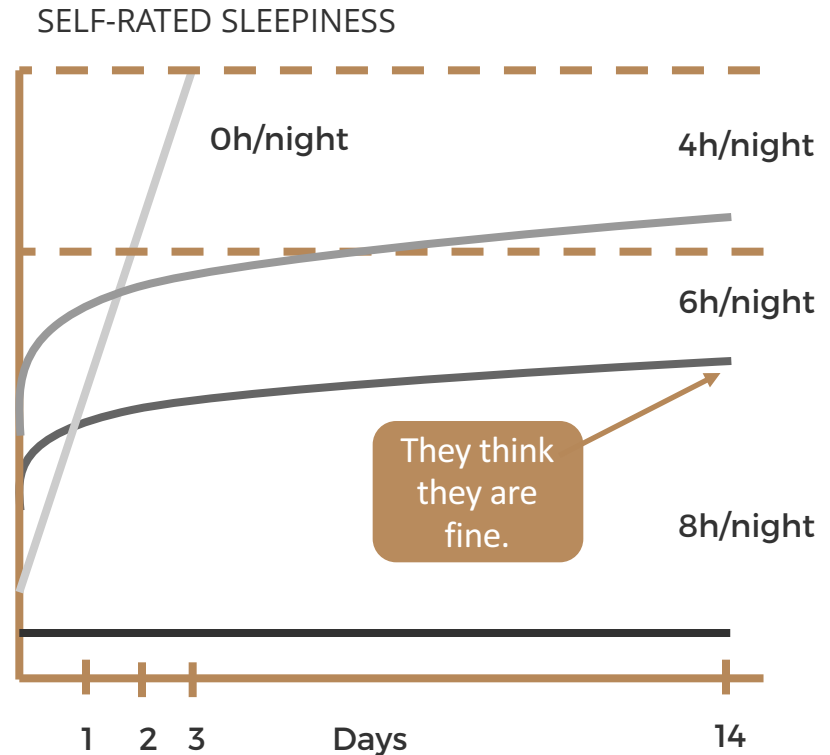


**But I know I can perform
well without a lot of sleep...**

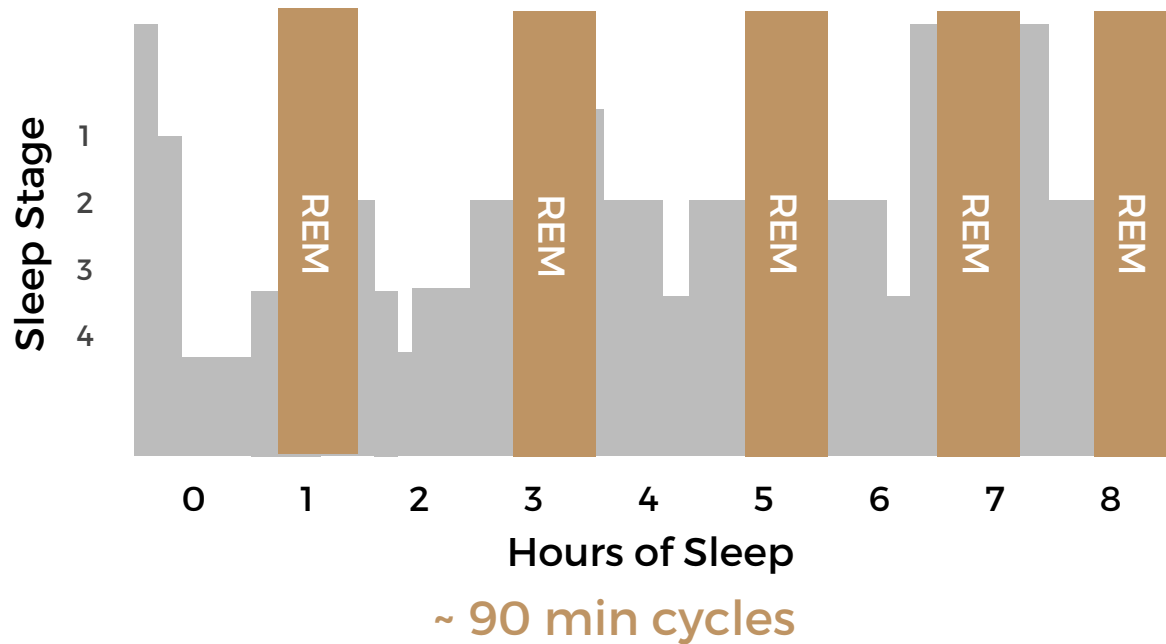
We don't notice the impact

After a few days, perceived sleepiness rating remains fairly stable, but performance deficit is equivalent to 48 hours without sleep.

Van Dongen et al. 2003




Stages of healthy sleep



REM: Mental recovery

nREM: Physical recovery

Circadian rhythm

A photograph of Reed Hastings, CEO of Netflix, speaking at a conference. He is wearing a dark suit, a light blue shirt, and a patterned tie. He has a goatee and is gesturing with his hands. The background is dark with a large red and white logo, likely the Netflix logo, partially visible. The text is overlaid on the left side of the image.

“Think about it, when you watch a show from Netflix and you get addicted to it, you stay up late at night. We’re competing with sleep.”

Reed Hastings, Netflix CEO



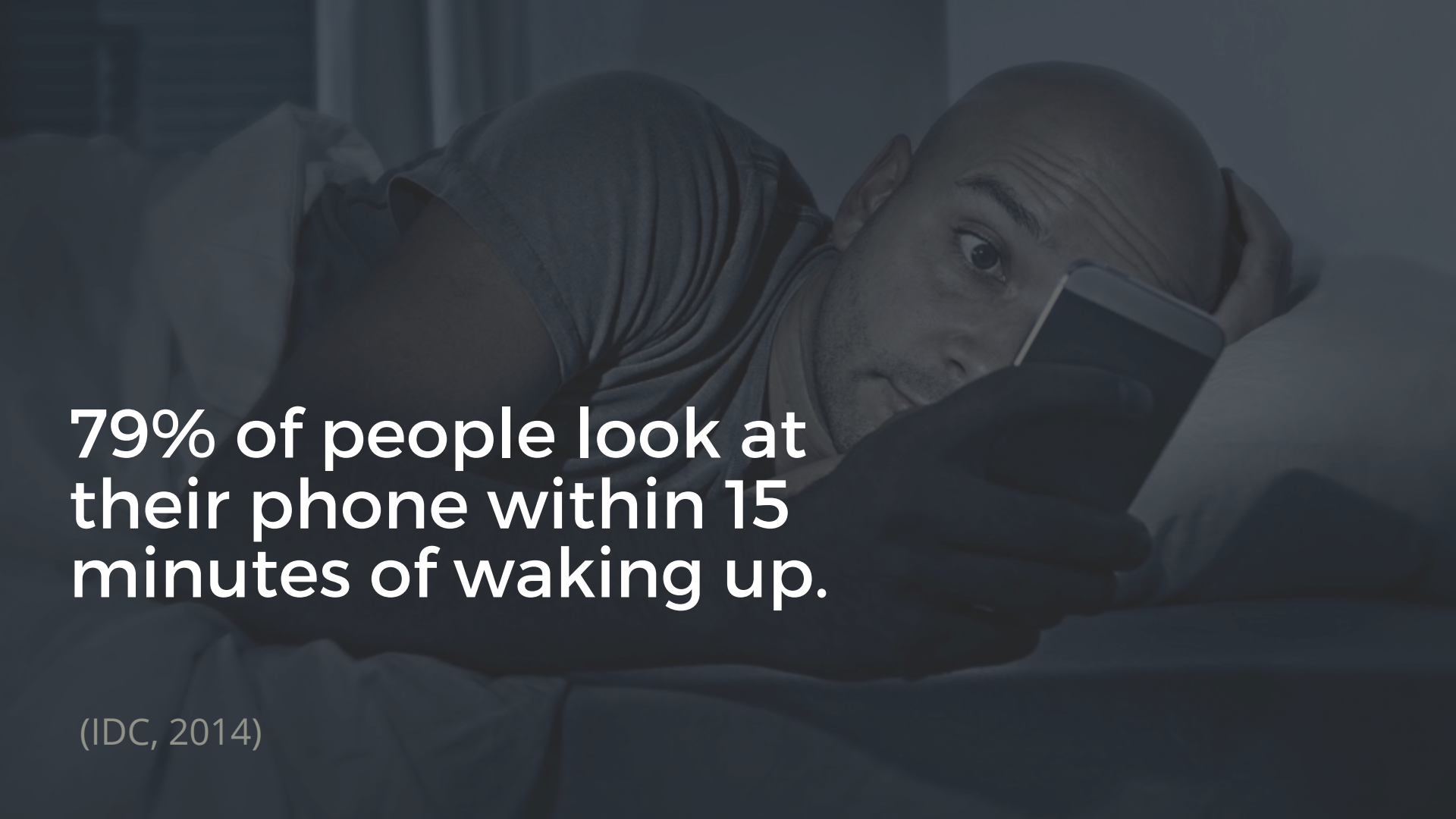
Aim for 7-9 hours sleep

1. Set an alarm for a consistent bedtime
2. Avoid caffeine after lunch (and alcohol)
3. Avoid blue light for 2-3 hours before bed
4. Charge your phone in another room
5. Place a book on your bedside table
6. Make your bedroom dark, cool, quiet

+ Try it out!



What does *your* day look
like?

A man is lying in bed, propped up on his left arm, looking intently at a smartphone held in his right hand. The scene is dimly lit, suggesting a bedroom at night or in the early morning. The background shows a bed with pillows and a headboard.

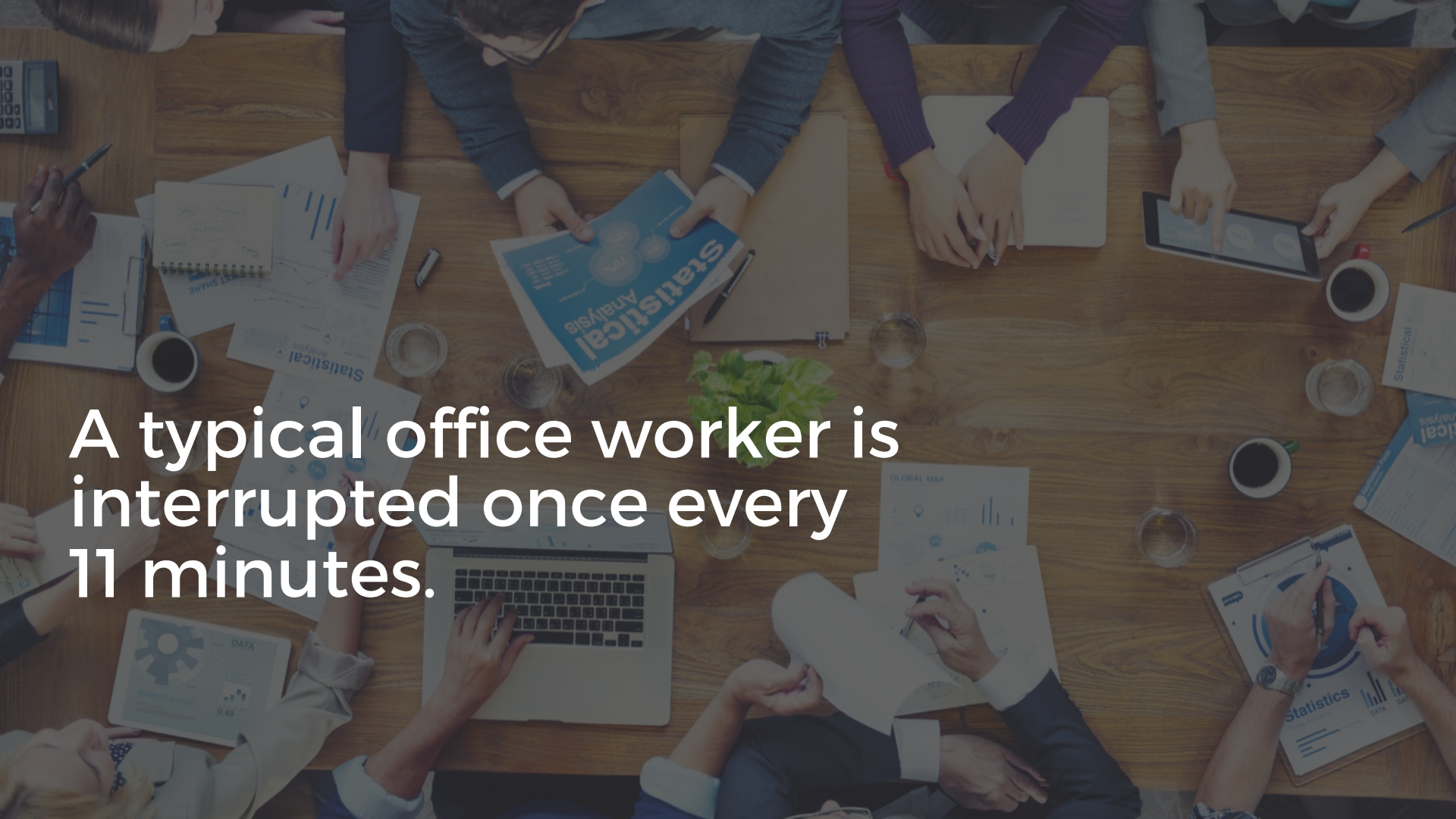
**79% of people look at
their phone within 15
minutes of waking up.**

(IDC, 2014)

A close-up photograph of a person in a dark suit jacket, white shirt, and patterned tie. The person's hands are visible, adjusting the tie. The image is dimly lit and serves as a background for the text.

**The average CEO receives
200 – 300 e-mails per day.**

(IDC, 2014)



A typical office worker is interrupted once every 11 minutes.

A person is holding a smartphone, displaying a page for 'OFF FESTIVAL'. The phone is held in both hands, and the screen shows a logo with crossed tools and the text 'OFF FESTIVAL'. The background is a blurred indoor setting with other people's legs and feet visible.

**Most people have their
smartphones with them for 22
hours per day.**

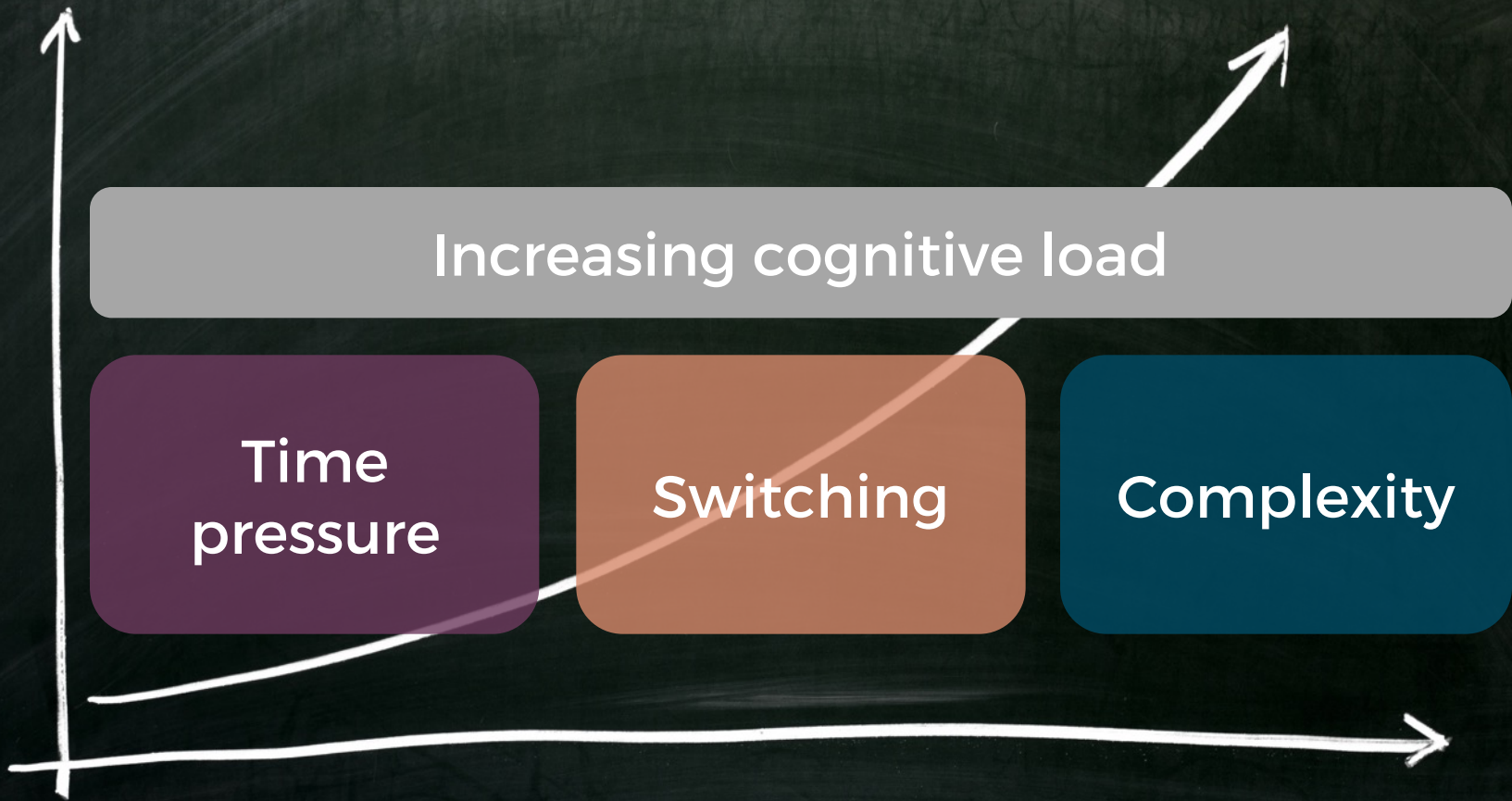
- 42% admit to e-mail use in the bathroom
- 6 hours of e-mail use is spread over the day
- 18% admit to e-mail use while driving
- 92% admit to multi-tasking during meetings
- 60% of day spent in electronic communication
- 34% use social-media during the day
- 21 switches between screens per hour, while watching TV



The people who need to pay attention the most, are often the most at risk of distraction.



QUIZ



Increasing cognitive load

Time
pressure

Switching

Complexity

3 cognitive gears

Low



Relaxed,
unfocussed
creativity

Medium



Distributed
attention &
switching

High

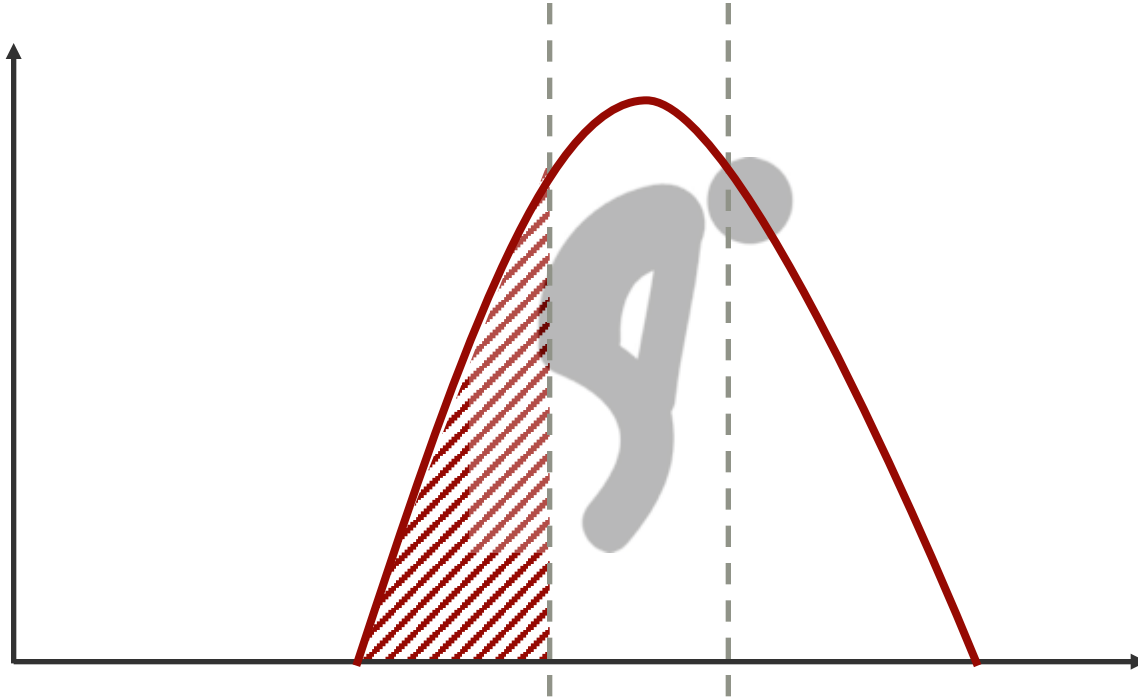


Focussed
unbroken
attention

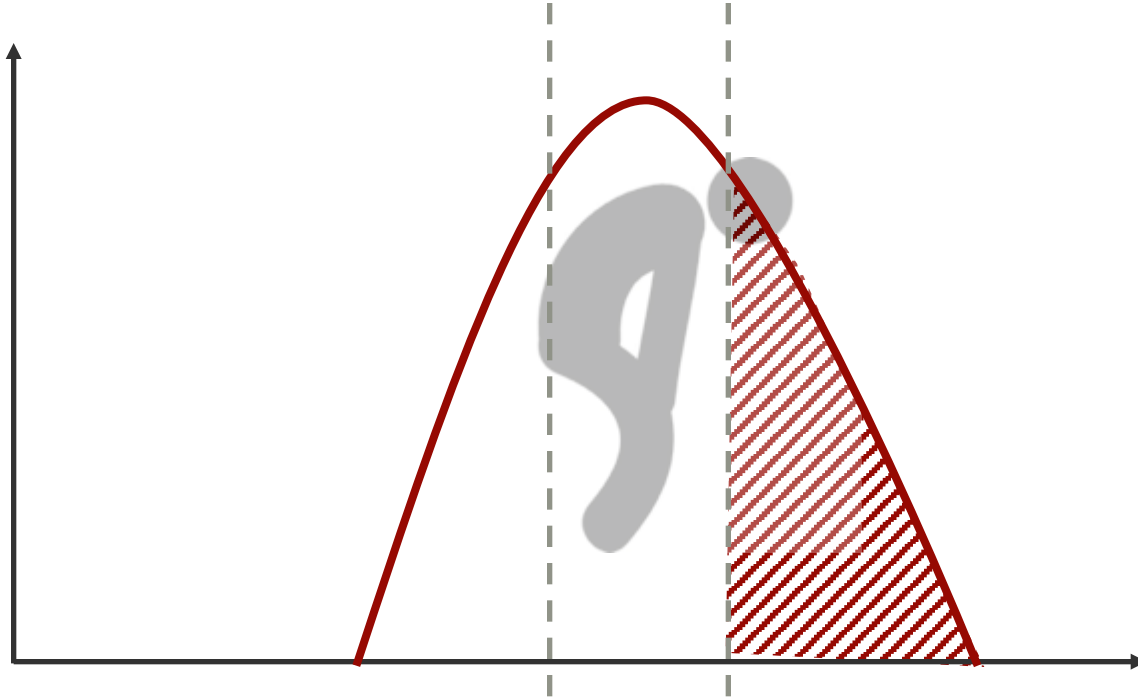


Think about your average day.

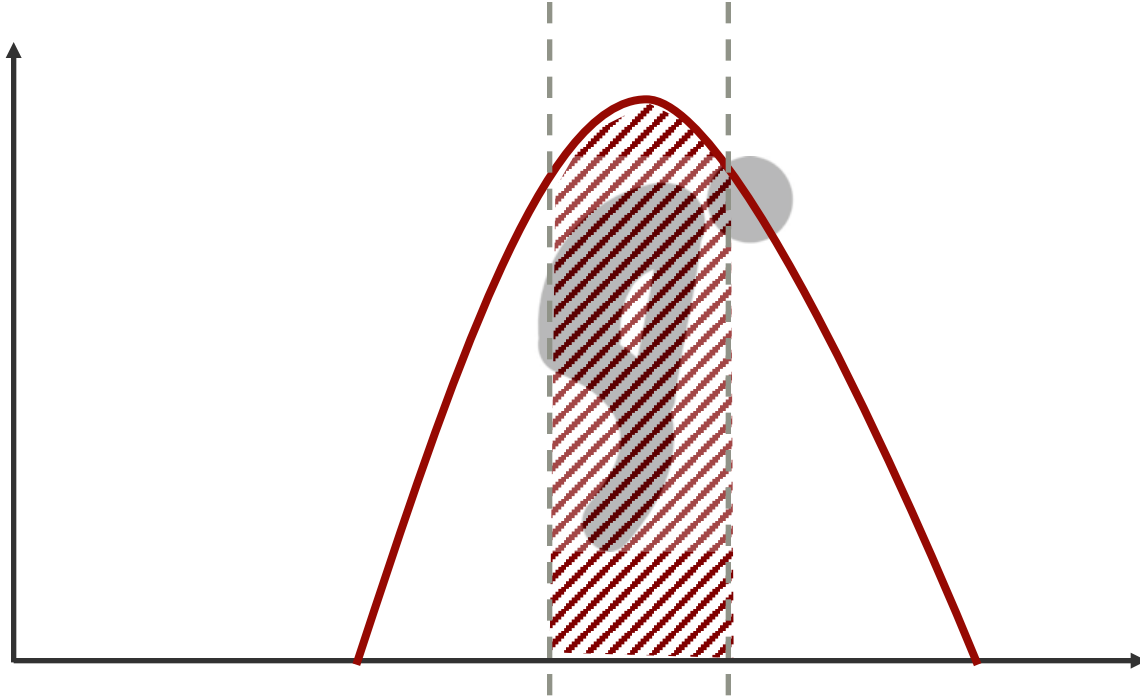
We fill recovery-time with 'pseudo work'.



We struggle to focus when we need to.



We get stuck in middle gear.

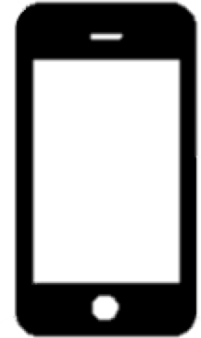


A man with dark hair, wearing a white t-shirt, is sitting at a desk. He is looking down at a laptop with a frustrated expression, his right hand pressed against his forehead. The laptop lid is covered in various stickers, including 'SECURITY', 'HTML', 'php', 'git', 'node', 'LARACON', 'NODENODE', and the GitHub Octocat logo. The background is a simple office or home workspace with a light-colored wall and a wooden chair.

Multitasking can
cannibalize as much as
40% of our productive
time.

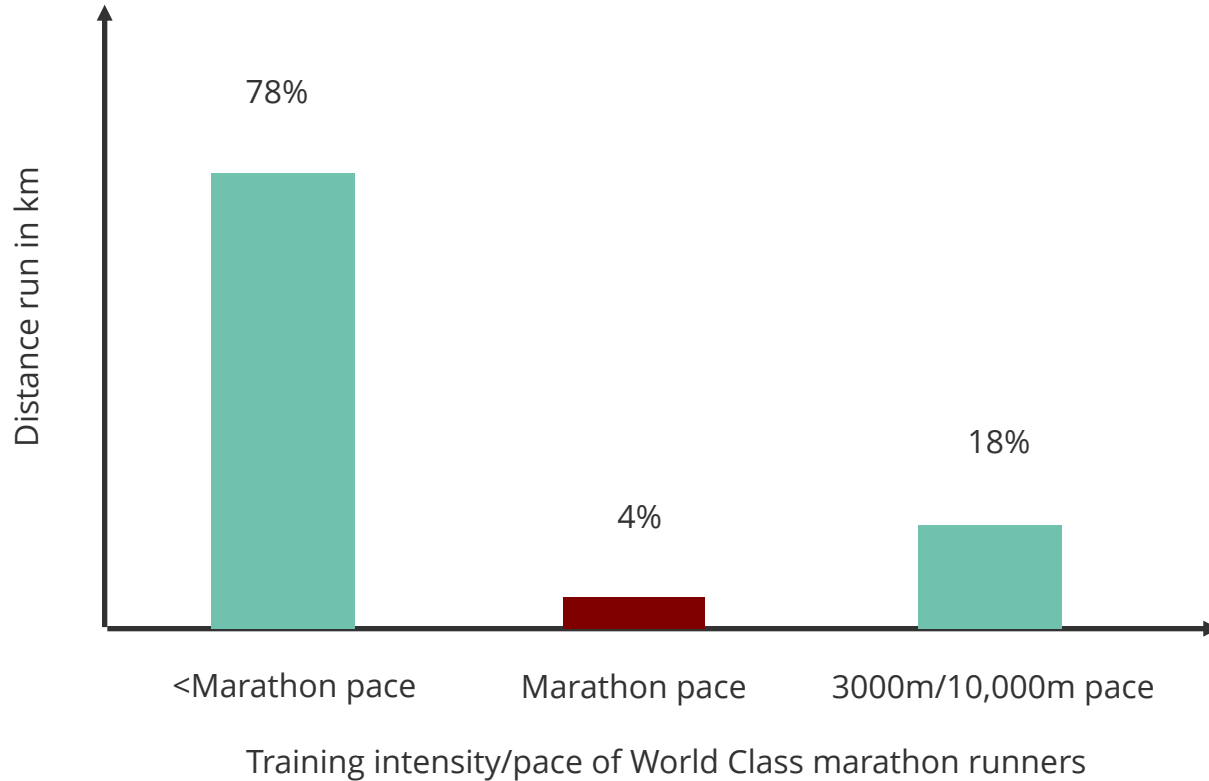
(American Psychological Association)

Cognitive capacity is significantly reduced when your smartphone is within reach, even if it's switched off.

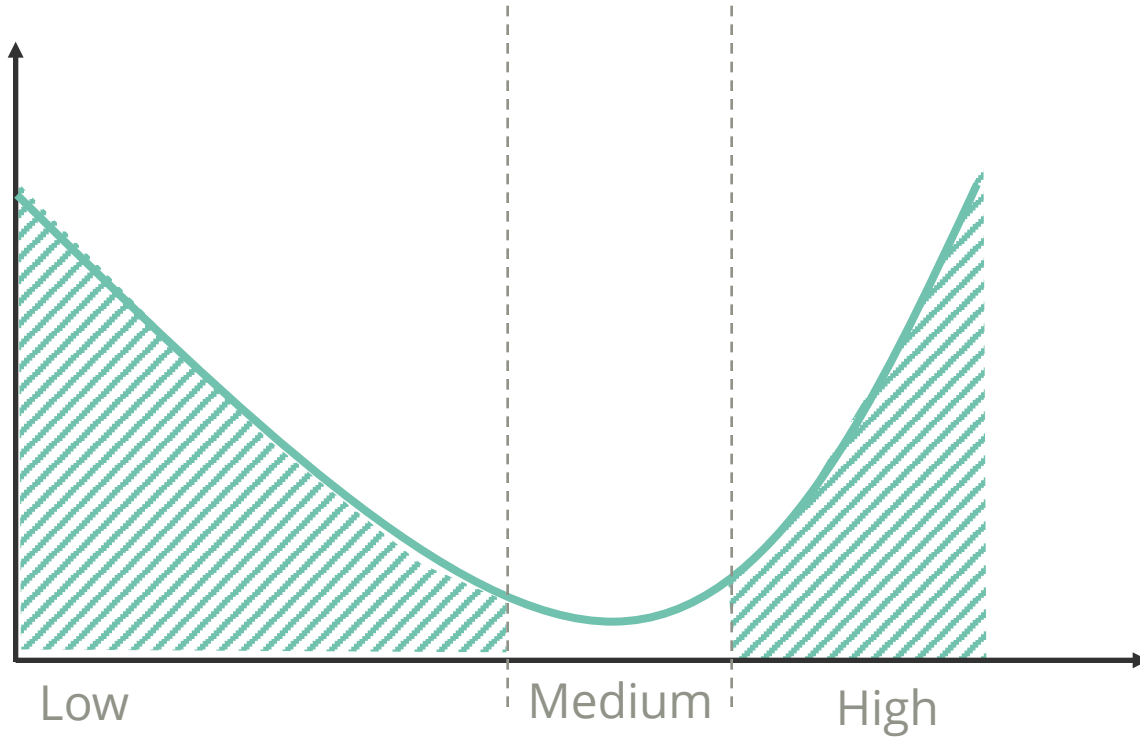


Ward et al. (2017) Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity.

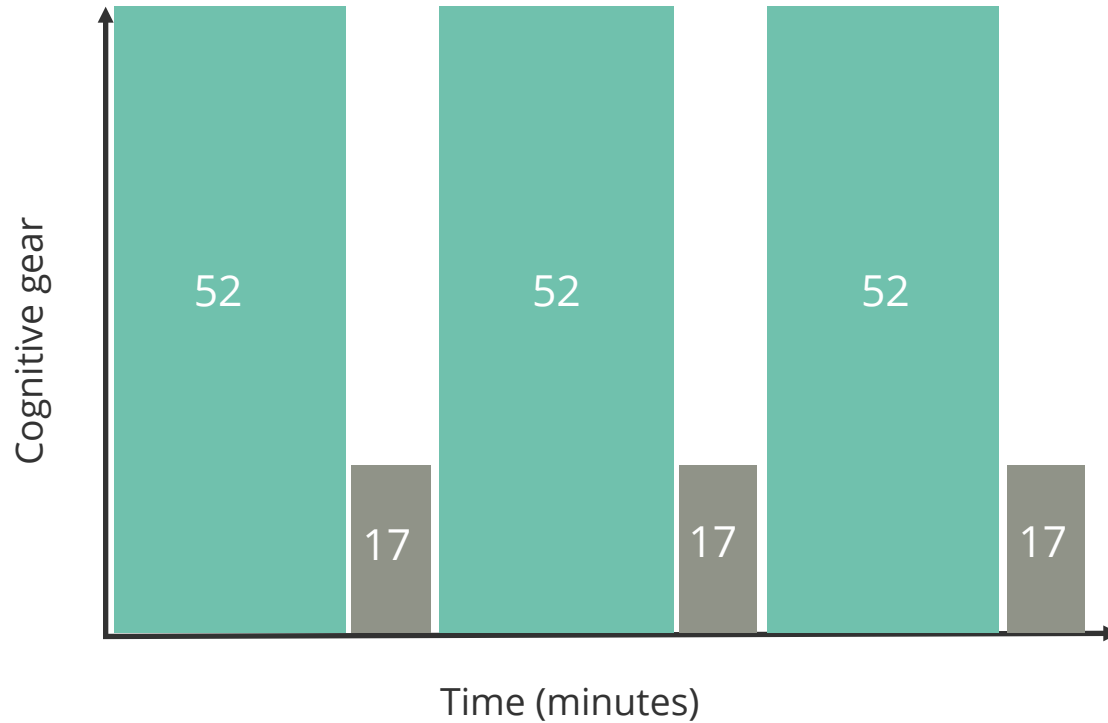
The best professional endurance athletes polarise their effort



Polarize your day



Working in sprints



A woman with long blonde hair and a child in a red life vest are in a green canoe on a calm lake. The woman is in the front, and the child is in the back. They are both holding oars. The background shows a dense line of green trees under a grey, overcast sky. The water is still, reflecting the trees and the sky.

Imagine your mental energy as a budget. Some aspects of our life drain our budget, others replenish it.

Polarize your day

1. Divide your day into shorter sessions with specific goals
2. Set maximum meeting time to 45min
3. Plan your breaks: “if... then...”
4. Schedule time for emails twice a day
5. Block time for what gives you energy
6. Hack your phone

+ “Idle time is not waste of time”



A man in a grey long-sleeved shirt and black leggings is crouching in a field of tall, dry grass. He is focused on adjusting the laces of a black and white patterned athletic shoe on his right foot. He is wearing a blue watch on his left wrist. The background is a soft-focus landscape with a body of water and a hazy sky.

Better Life.
Better Performance.

Ask yourself what success really means to you, before searching for it in the wrong places.

- Aki Hintsa

Each element
represents
choices you
make.





**Success is the accumulation
of small things, done
consistently well.**

A person wearing a beige knitted cardigan, blue jeans, and brown boots is walking on a large, weathered log in a forest. The background is filled with trees and sunlight filtering through the leaves, creating a warm, golden glow. The person's hands are slightly out to their sides for balance.

**“Nobody is perfect, but everyone
of us can be a little better, one
day at a time.”**

- Aki Hintsala

Thank you

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HINTSA PERFORMANCE