What does the work in the future require from us?
Aalto freshmen introduction
Flow of today

01. Intro
02. Creativity as a skill
03. Emotional intelligence as a skill
04. Own energy management as a skill
01. Introduction
Rethinking Success

While observing elite Ethiopian distance runners, Dr Aki Hintsa realised their dominance was propelled by a profound sense of purpose and meaning.

“Doctor, it’s just running.”

Haile Gebrselassie’s comment before an ankle operation that could’ve potentially ended his career as an elite runner.
Holistic wellbeing is the foundation of good life and success.
16 × Formula One World Drivers’ Championships.

“Angela Cullen, (Hintsa Performance Coach) has been one of the greatest things that’s happened to me in my life.”

“With Hintsa, I've got a team of people working hard to help me achieve my goals and push me forward.”
“How can I maximise my performance...?”
“Optimize, don’t maximise.”

Aki Hintsa
Founder, Hintsa Performance
MODERN IDEAL: A RELAXED SUPERHUMAN

Loving spouse
Dedicated parent
Faithful friend
Top performer at work
Best sister/brother/daughter/son
Perfect backhand
Blues guitar wiz
Exciting keynote speaker
Next level skier

...
The requirements of a modern cognitive work professional

1. Complex problem solving
2. Collaboration
3. Creativity
The output of a rested and focused brain.
GROWTH OF PRODUCTIVITY
WE WORK SMARTER

GROWTH OF CREATIVITY
WE THINK BRAVER

GROWTH OF ENERGY
WE LEAD OURSELVES
02. Creativity as a skill.
”Feels difficult, let’s do it anyway.”
In a new and better way.
03. Emotional intelligence as a skill.
The 10 most admired leadership traits show that 80% are EQ-based

- Honest
- Forward-looking
- Competent
- Inspiring
- Intelligent
- Fair-minded
- Broad-minded
- Supportive
- Straightforward
- Dependable

N=6,000+
EQ-i 2.0 model for emotional intelligence
Reflection can start at any stage of life. Also today.

**Control**
Are you in control of your life?

**Purpose**
Do you know what you want?

**Identity**
Do you know who you are?
04. Own energy management as a skill.
Stress = Instinctive response pattern

Evolution has given us the “fight or flight” response (= stress response), which gives us the physical energy and mental focus to remove us from danger.
Chronic stress makes us...

1. **Less Sharp**
   Impaired creativity, problem solving and working memory

2. **More Moody**
   Mood swings like anger, depression, fear, aggression

3. **Less Human**
   Difficulties with empathy and impulse control

4. **Live shorter, unhealthier lives**
   **Heart:** High blood pressure, stroke, arrythmias
   **Metabolic system:** High blood sugar, diabetes risk, obesity
   **Immune system:** More frequent infections
   **Reproductive system:** Dampened capacity, erectile dysfunction
   **Musculoskeletal system:** Tension, regional pain syndrome
Burnout = a syndrome of “chronic workplace stress that has not been successfully managed”

1. Exhaustion
   “I feel physically and mentally drained”

2. Cynicism
   “I don’t really care anymore…”

3. Inefficacy
   “I thought I could – but can I?”

SOURCE: World Health Organization, Psychologist Christina Maslach of the Maslach Burnout Inventory (MBI)
Pressure vs. performance scale

- Bore-out
- Comfort zone
- "Stretch zone"
- Strain
- Crisis

Optimal area: Tiredness and first symptoms of negative stress

Fatigue, burnout, chronic stress, physical and mental health problems

SOURCE: Based on the Yerkes-Dodson law, 1908

HINTSA
THE RECIPE OF SUSTAINABLE HIGH PERFORMANCE

Perform. Recover. Repeat.

Switch off

Focused & engaged

Recovery

Switch on
What is your body’s ‘stress tell’?

Our body has a unique reaction to stress.

When you think back to stressful moments in the past, what signs did you experience?

- Physical – e.g. a headache, stomach ache, a racing heart, …
- Behavioral – e.g. nail biting, bossiness, drinking, drinking, over-eating, phone scrolling, …
- Emotional – e.g. crying, anxiousness, irritation, …
- Mental – e.g. unclear thinking, forgetfulness, …
In a busy life progress is about implementing micro-habits

<table>
<thead>
<tr>
<th>Micro-habits</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stretching between calls &amp; 1-2 walking calls a day</td>
<td><strong>Lost 15 kilos</strong> and maintains optimal weight</td>
</tr>
<tr>
<td>1 minute breaks with breathing exercises during the day</td>
<td>Increased daily steps from 5,000 on average to <strong>about 15,000</strong> on average… much fitter, much more energy during the day</td>
</tr>
<tr>
<td>Phone management during weekends and vacation</td>
<td>Increased average sleep from 5.5 hours in 15 min increments to now <strong>an average of 7 hours</strong> → much more productive, much happier</td>
</tr>
<tr>
<td>Focus on sleep: deep sleep + duration</td>
<td>Starts and ends day with gratitude – does 4-8-4 breathing during day, can cope much <strong>better with stress, much less anxiety, much more happiness, much more joy</strong></td>
</tr>
<tr>
<td>Meditation &amp; gratitude</td>
<td></td>
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<tr>
<td>Morning &amp; evening routines</td>
<td></td>
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<tr>
<td>Focus on nutrition (intermittent fasting, carbs)</td>
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</tbody>
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Early bird and night owls peak at different times

Early birds
- 20% of activities: Peak, Focus, Analysis, Productivity, Valley, Rest & Recovery
- 20% of activities: Rebound, Admin Meetings

Night owls
- 20% of activities: Peak, Focus, Analysis, Productivity, Valley, Rest & Recovery
- 20% of activities: Rebound, Admin Meetings
4 elements of mental recovery

**Control**

“I determine for myself how I will spend my free time”

**Relaxation**

“I do relaxing things in my free time”

**Detachment**

“I distance myself from my work in my free time”

**Mastery**

“I seek out intellectual challenges in my free time”

Example statement from Aalto University’s Future of Work research

HINTSA
Sleep is recovering our body and cleaning our brain

1. Deep sleep
   - Recovery of the body, regeneration of our cells

2. REM Sleep
   - Learning & creativity

3. Duration
   - Grown ups need 7-8 hours of sleep
Physical activity is essential to our health and performance

1. **PROTECTS US**
   Decreases both physiological and psychological issues

2. **MAKES US SMARTER**
   Improves our cognitive performance

3. **BALANCES STRESS**
   Helps us to cope with difficult situations
Good nutrition supports cognitive work

1. Hydration
   - Even 2% reduction affects attention and memory

2. Blood sugar
   - Stable blood sugar levels help to avoid energy to crash

3. Boosters
   - Adequate nutrition can raise productivity up to 20%

Source: Harvard Business Review 10/2018
“True success is not a single isolated achievement. Do small things consistently well, every day.”