



HINTSA

What does the work in the future require from us?

Aalto freshmen introduction

October 13, 2022

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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

OUR ORIGINS

Rethinking Success

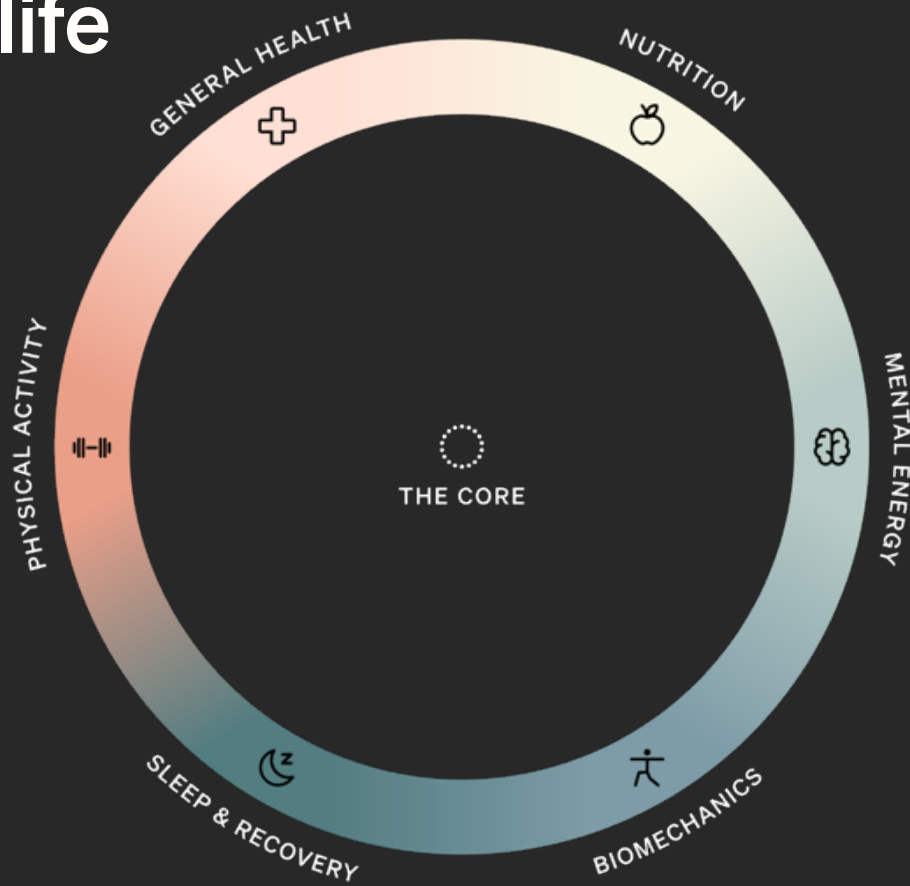
While observing elite Ethiopian distance runners, Dr Aki Hintsa realised their dominance was propelled by a profound sense of purpose and meaning.



“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.



DELIVERING SUCCESS IN SPORTS

16 × Formula One World Drivers' Championships.



Lewis Hamilton
Seven-time Formula 1
World Champion

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



Sebastian Vettel
Four-time Formula 1
World Champion

“With Hints, 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
- ...

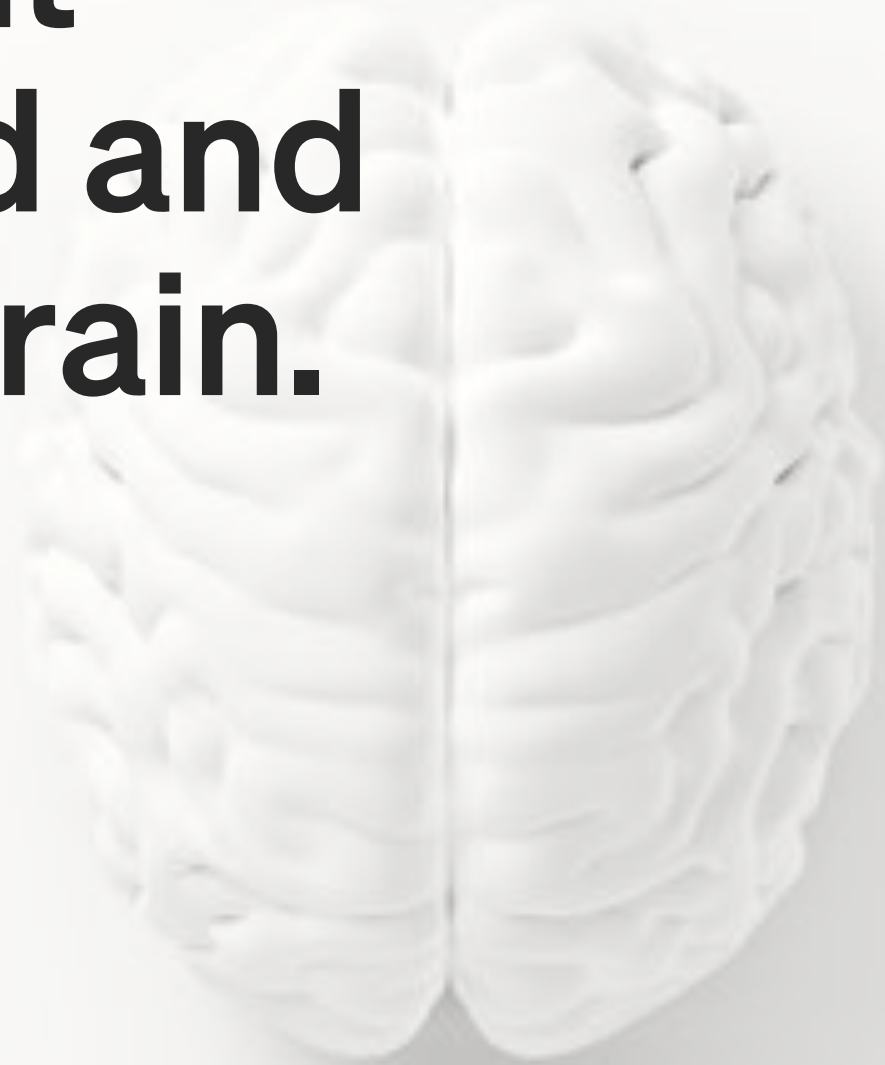


The requirements of a modern
cognitive work professional

1. **Complex
problem solving**
2. **Collaboration**
3. **Creativity**



**The output
of a rested and
focused brain.**



**GROWTH OF
CREATIVITY**
WE THINK BRAVER



**GROWTH OF
PRODUCTIVITY**
WE WORK SMARTER

**GROWTH OF
ENERGY**
WE LEAD OURSELVES

02.

Creativity as a skill.







”Feels difficult,
let’s do it
anyway.”

**VAIKEALTA
TUNTUU**

tehdäänkö silti?

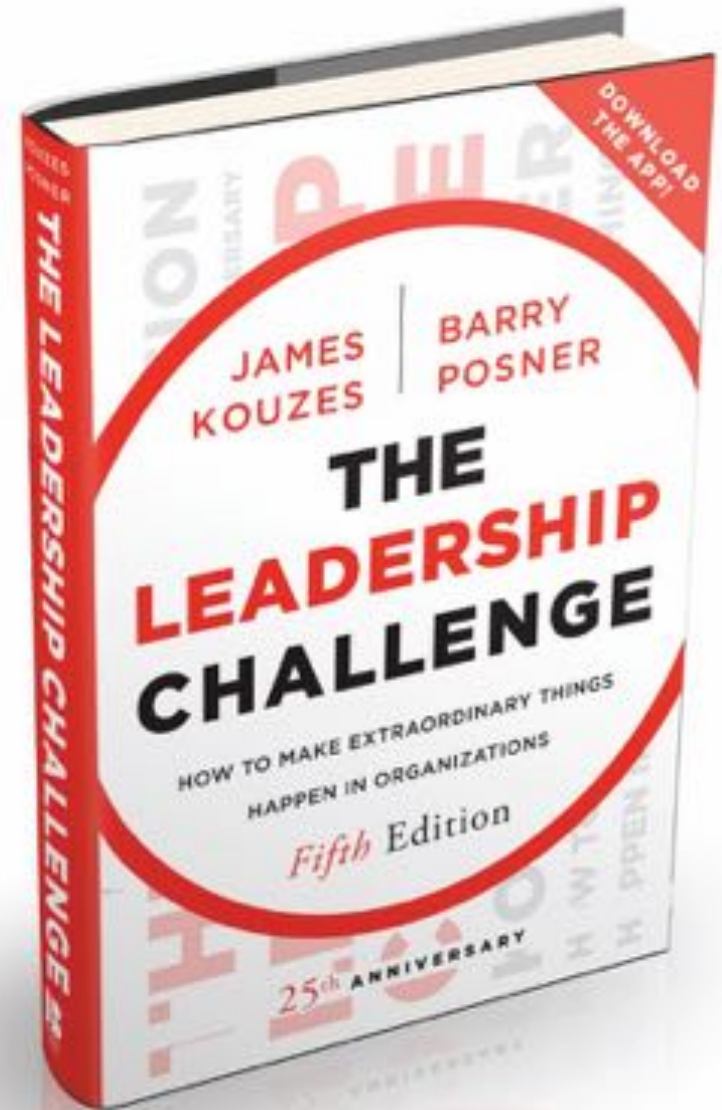


**In a new and
better way.**

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.**



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, arrhythmias

Metabolic system: High blood sugar, diabetes risk, obesity

Immune system: More frequent infections

Reproductive system: Dampened capacity, erectile dysfunction

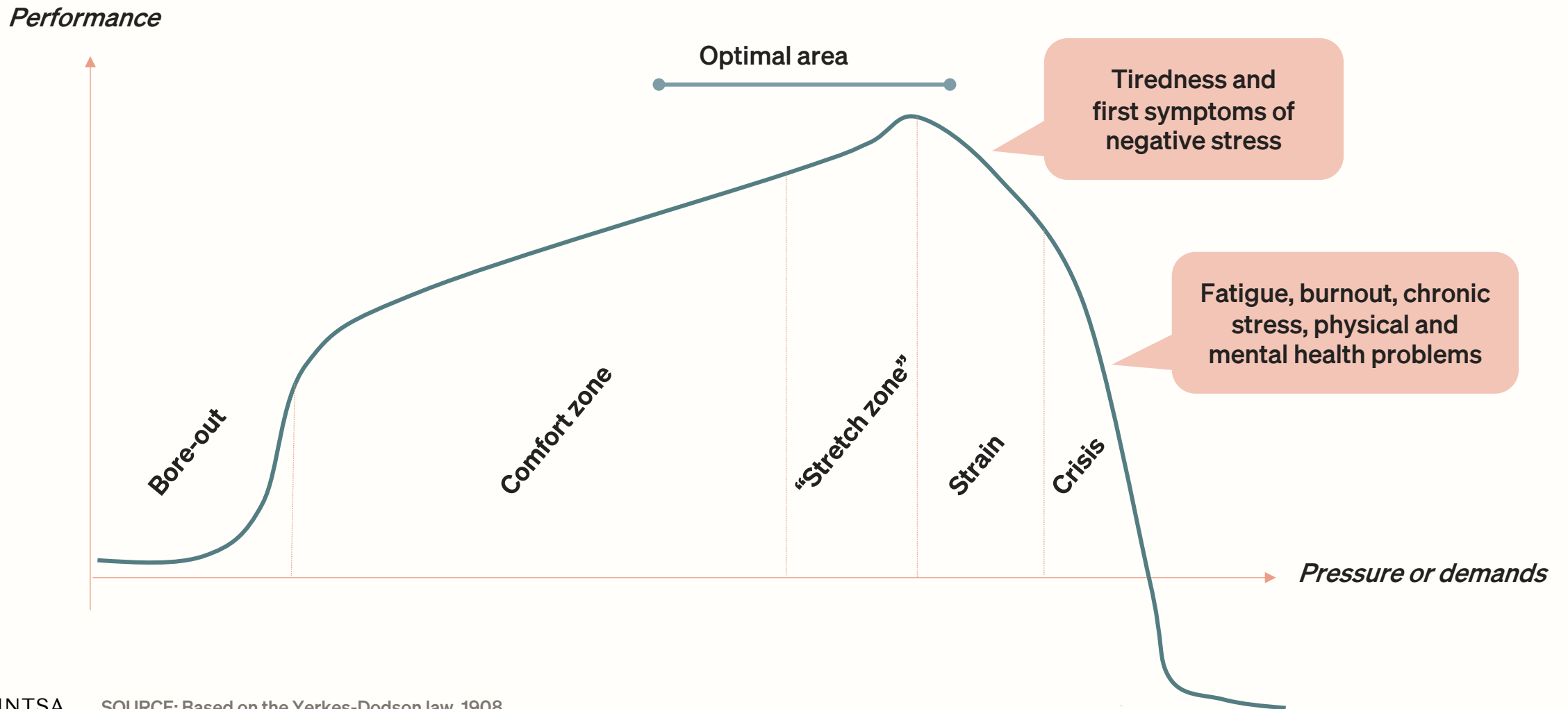
Musculoskeletal system: Tension, regional pain syndrome



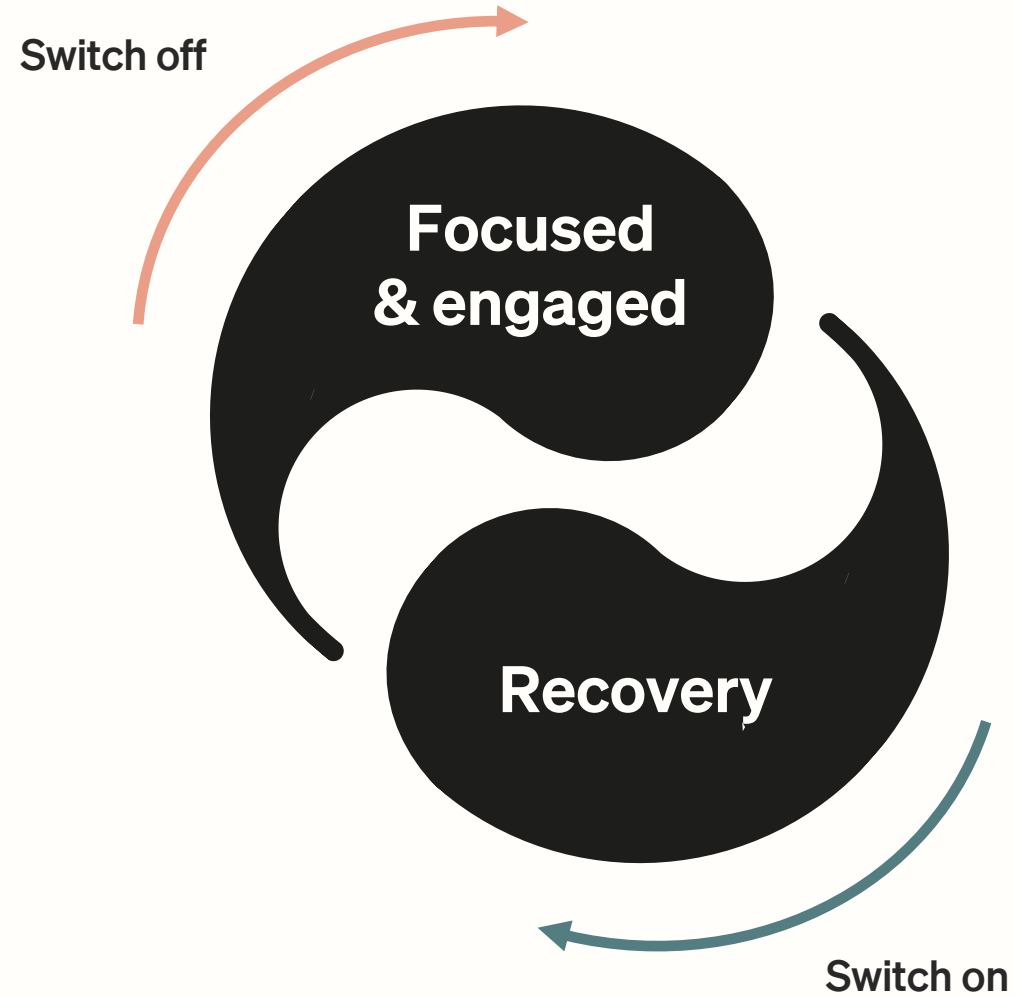
Burnout = a syndrome of “chronic workplace stress that has not been successfully managed”



Pressure vs. performance scale



Perform. Recover. Repeat.



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

Micro-habits

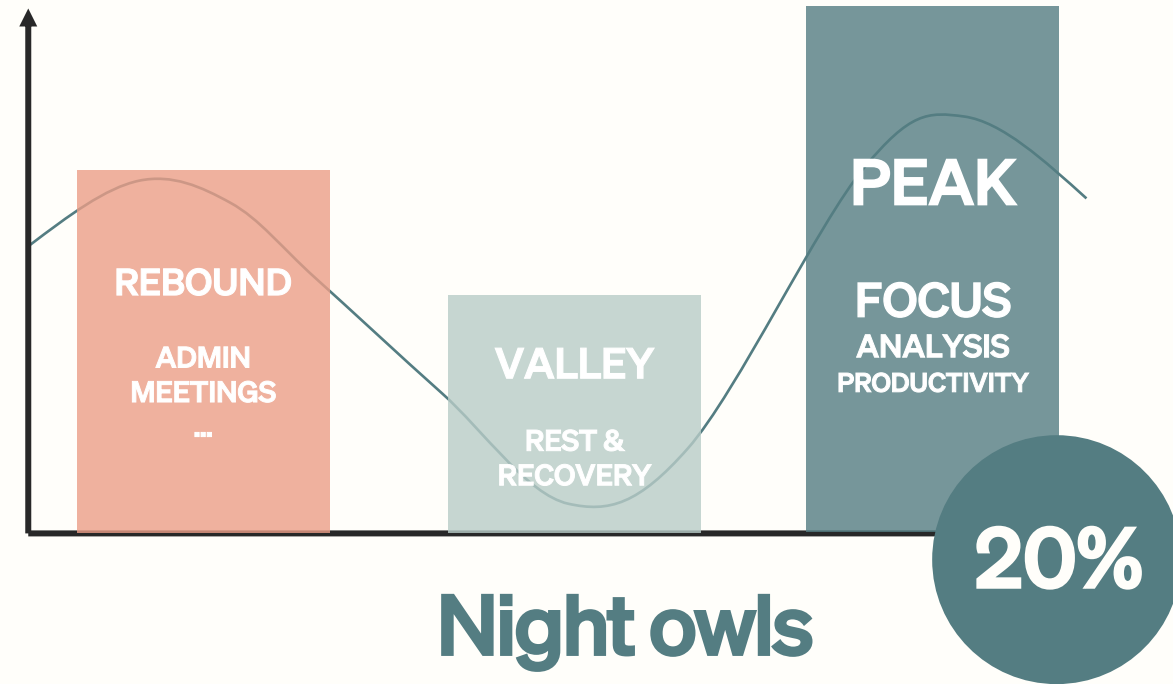
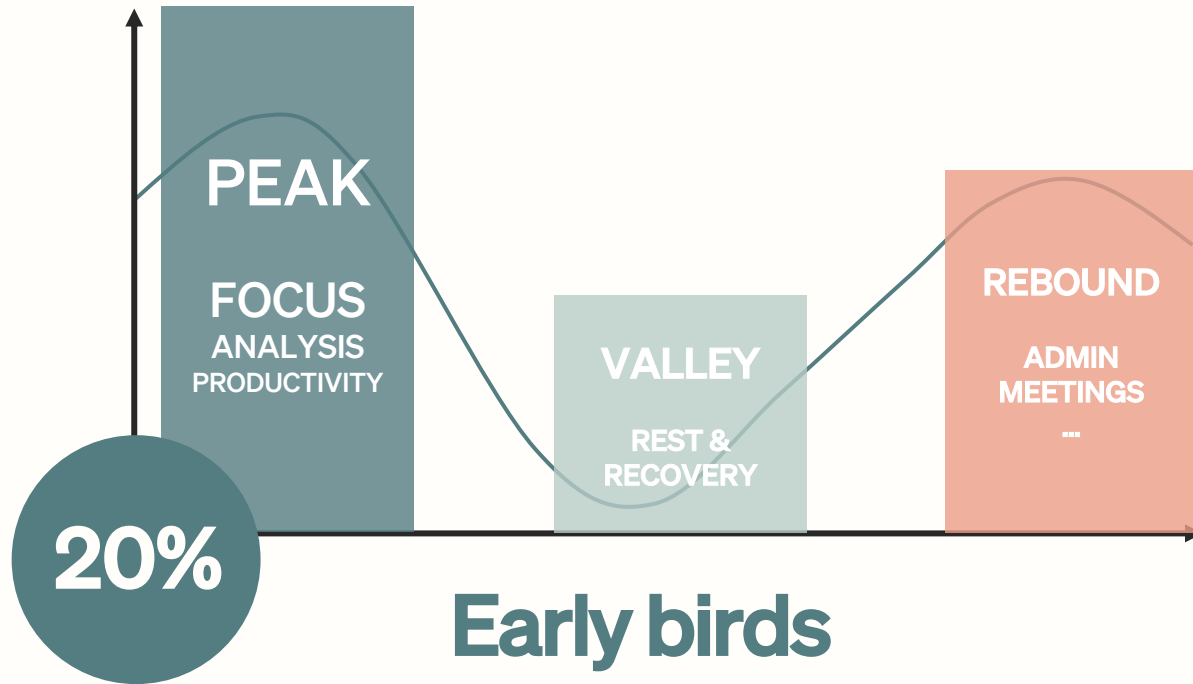
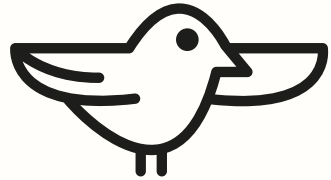
- Stretching between calls & 1-2 walking calls a day
- 1 minute breaks with breathing exercises during the day
- Phone management during weekends and vacation
- Focus on sleep: deep sleep + duration
- Meditation & gratitude
- Morning & evening routines
- Focus on nutrition (intermittent fasting, carbs)

Results

- **Lost 15 kilos** and maintains optimal weight
- Increased daily steps from 5,000 on average to **about 15,000** on average... much fitter, much more energy during the day
- Increased average sleep from 5.5 hours in 15 min increments to now **an average of 7 hours** → much more productive, much happier
- Starts and ends day with gratitude – does 4-8-4 breathing during day, can cope much **better with stress, much less anxiety, much more happiness, much more joy**



Early bird and night owls peak at different times



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"



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

A person is captured mid-air, performing a backflip in the ocean. The background is a soft, golden sunset over the water, with the sun low on the horizon. The person's body is arched, and water is splashing around their feet. The overall mood is serene and active.

**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%

**“True success is not a single
isolated achievement.
Do small things consistently
well, every day.”**

80/20





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