



Hintsa Webinars

Science. Stories. Change. Delivered online –
where ever you are

What it's all about

Science. Stories. Change.

With office workers all over the world contained to their homes, we bring the content to where they are.

✓ **Like an interactive TED-talk**

Hinsa webinars are interactive online events. Miss the live event? Don't worry, the recordings are available afterwards.

✓ **Science, made simple**

Our experts, coaches and specialists present the topics, share learnings and practical advice. The audience is engaged through polls, Q&A and post-session exercises.

✓ **Remote delivery**

With events, lectures and workshops cancelled at a breath-taking speed, we offer an alternative. Online events, delivered to employee's laptops – wherever they are.

✓ **Minimum hassle**

Your employees sign up and register themselves. We handle the grunt: reminders, marketing, follow-up. As a company contact, all you need to do it send them the link.



Hintsa Talks global webinars

Hintsa Talks can be purchased as a series or individually.

6 themes. 6 experts.

Hintsa Talks is a webinar series throughout 2020 – delivered live online and available as a recording.

Cognitive Performance: How to improve your cognitive performance and work smarter, not harder

Schedule: Feb 11, 2020 (recording available)
Host: James Hewitt, performance scientist



Body & Brain: Discover the surprising evidence linking strength and muscle to longevity and better mental health

Aug: Aug 2020
Host: Pete McKnight, performance coach for athletes



Stress & Burnout: What happens when our brain says 'enough', and how to steer clear of burnout

Schedule: March 31, 2020, 9am CET
Host: Nora Rosendahl, researcher, Hintsa COO



Sleep & Recovery: Learn how to use science to stop being tired and feeling tired

Schedule: Oct 2020
Host: Annastiina Hintsa, Hintsa CEO



Core: How your identity is the foundation of purpose and change – and can help you reach your potential

Schedule: May 26th, 2020, 9am CET
Host: Pekka Pohjakallio, leadership coach



Culture: “No person is an island”, or how the individual’s wellbeing is influenced by the team

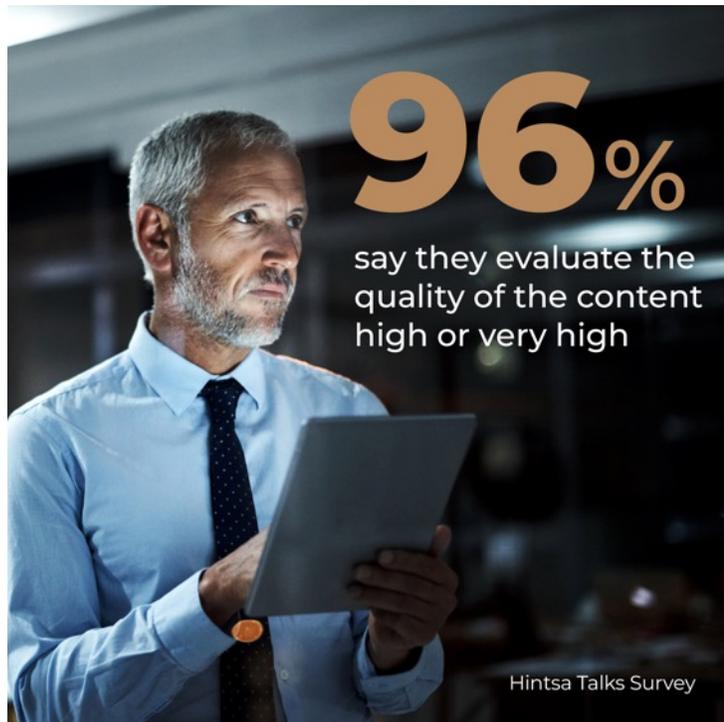
Schedule: Dec 2020
Host: Juha Äkräs, researcher, leadership coach



Client feedback

Tested & proven concept

Hintsa's webinars have received excellent feedback for their content and technical execution.

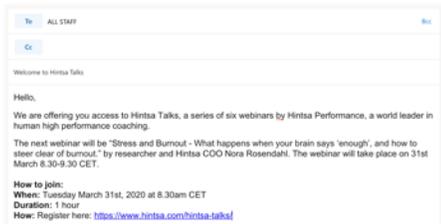


Signing up & joining

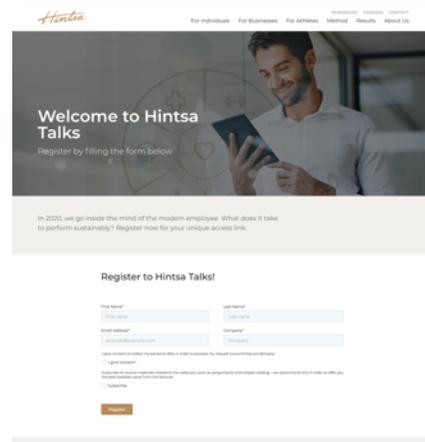
Simple user journey

Forget the hassle. The user journey for registering and joining the events is smooth and carefully thought through.

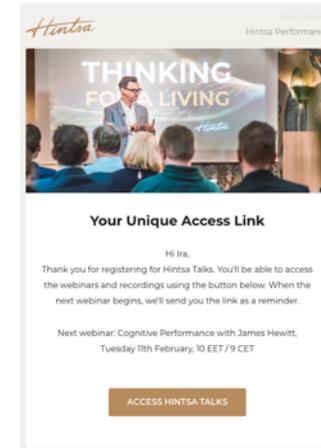
1. Send invitation email to employees



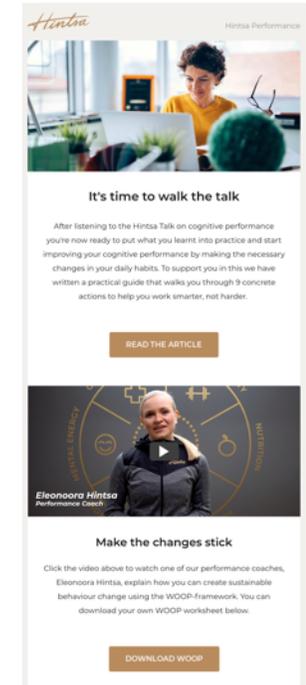
2. Employees register on [hintsa.com](https://www.hintsa.com)



3. Employees receive access link + reminders before each webinar



4. Employees receive recording + further materials after webinar

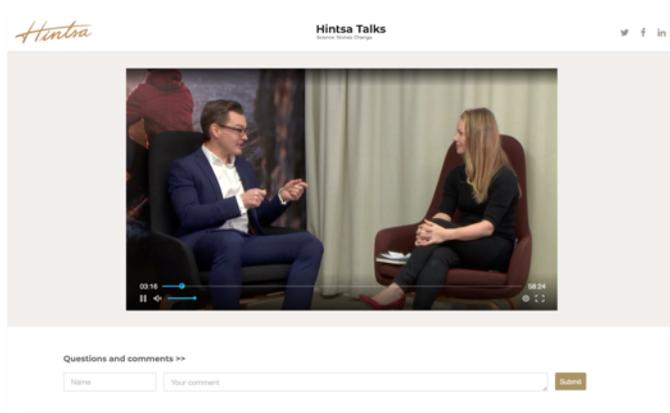


Production

Different levels

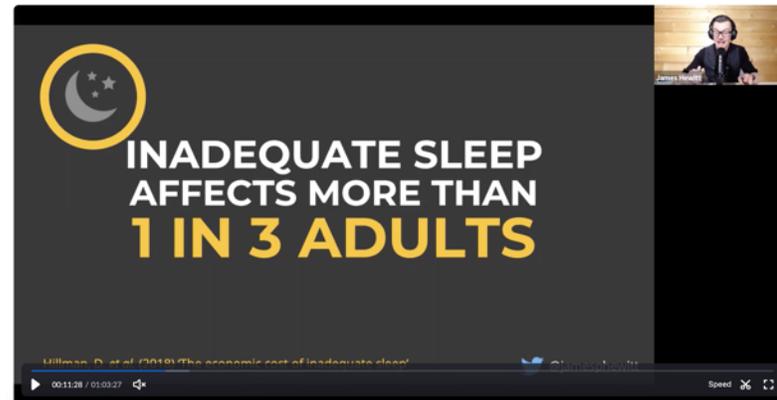
Choose between the different levels of production quality the one that fits best for your purposes.

1. Premium



- ✓ 2 robotic cameras
- ✓ Highest sound quality
- ✓ Talk show – style
- ✓ Proprietary webinar platform – high image quality, no limit for number of attendees

2. Standard



- ✓ Webcam
- ✓ Standard audio quality
- ✓ Presenter and moderator in different views
- ✓ Zoom as webinar platform
- ✓ Number of attendees limited to 1000

3. High interaction



- ✓ Webcam
- ✓ Standard audio quality
- ✓ Attendees can speak & participate
- ✓ Breakout rooms for group work
- ✓ Zoom as meeting platform
- ✓ Recommended for workshops for up to 30

Hintsa webinars

Example Content

Hintsa

Example topics

Webinar topics

- ✓ **The Business Case for Wellbeing:** Why employee health and wellbeing is crucial for future competitiveness
- ✓ **Optimizing Remote Work:** How individuals and teams can design their remote work to boost their performance
- ✓ **Stress & Burnout:** Practical tips to beat burnout and thrive under pressure
- ✓ **Cognitive Performance:** How to improve your cognitive performance and work smarter, not harder
- ✓ **Sleep, Rest & Recovery:** What science says about why we sleep, and how to rest your way to success
- ✓ **Leading Wellbeing:** What the modern leader needs to know about building a well-being, high performing organization
- ✓ **Change that Sticks:** The science of change, habits and how to create it yourself
- ✓ **Knowledge Work and Mental Health:** How office workers can reduce stress and improve mental strength
- ✓ **Daily Rhythms:** Designing your workday to do your best work
- ✓ **Sustainable Career:** Combining a meaningful career with meaningful home life
- ✓ **Workout at home:** Tips for adding movement to a home office day, including a short guided training session



Optimizing Remote Work

Remote work is becoming the new normal. How to secure high productivity?

New technology has made it easier and easier to work remotely across the world. However, we don't always pay attention to the ways of working in the remote environment.

We will go through practical solutions for productive remote work:

- ✓ How to create a successful remote work culture?
- ✓ Keeping my energy high through the day
- ✓ Taking advantage of the technology



Petka Pohjakallio

Leadership coach and mentor



Stress & Burnout

Practical tips to beat burnout and thrive under pressure.

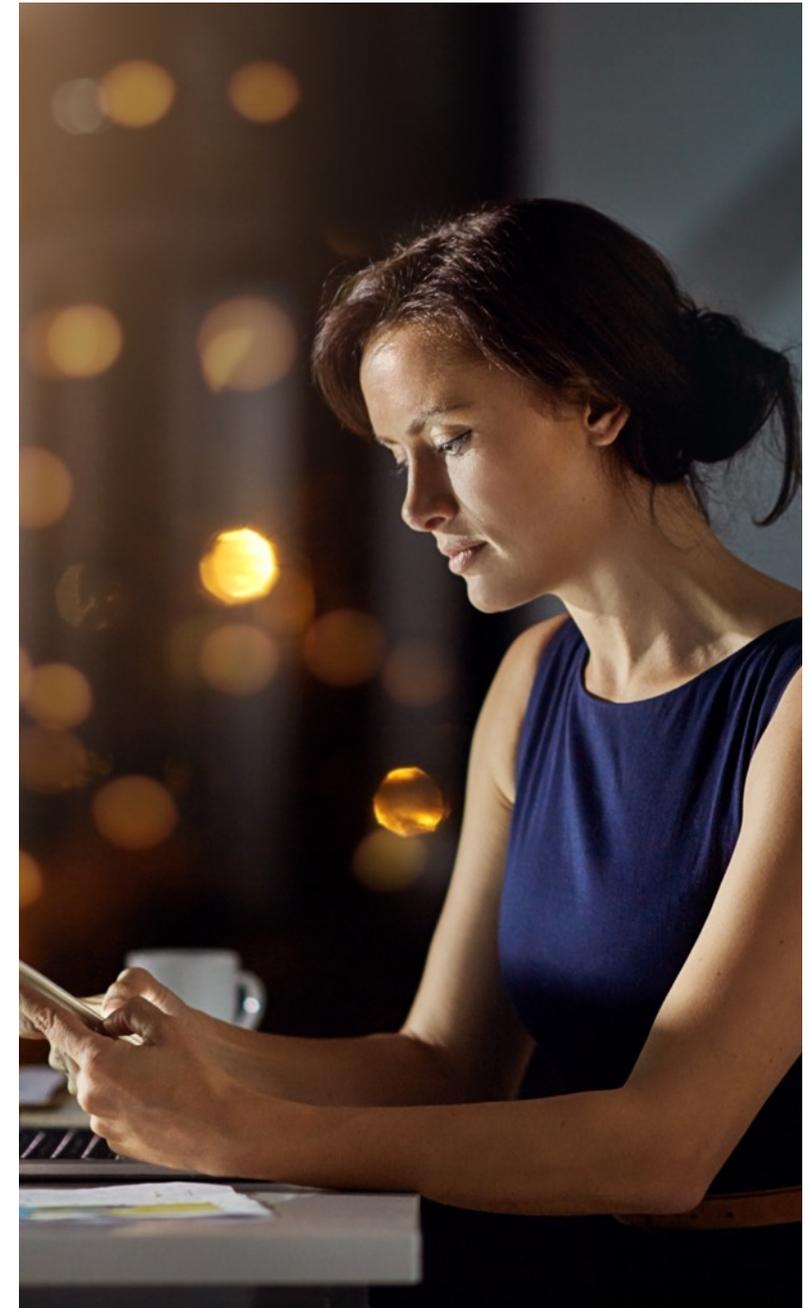
Over the past years, burnout statistics have been rising at an alarming pace. Yet, it's a topic that's difficult to tackle or even discuss. We tackle the topic from many perspectives: the world around us, the ever-changing workplace, expectations at home. The practical takeaways though are personal – how can you create boundaries for doing your best work?

- ✓ **Stress & Burnout:** What is it – really? Why is it on the rise? What does it mean for our work and life?
- ✓ **Passion & Performance:** What's stressful for one is exhilarating for another – so how can you find your own optimal stress point?
- ✓ **Positive stress:** A meaningful life is not a stress-free life. How can you use the upside of stress to your benefit?



Nora Rosendahl

Hintsa COO and researcher, Aalto University



Leading wellbeing

Wellbeing is not just about preventing illness. It is also about productivity, thriving, and results.

In the knowledge driven world the rules of the game have changed. Sharp brain is a key asset to any business. To build sustainable results in the organization we need an integrated approach for simultaneously leading organization's and individual's wellbeing.

We will discuss the business case of wellbeing in organizations. What can a leader do to create a culture where high performance and psychological safety can co-exist? How can you create a business case for wellbeing? How to apply the right leadership style in each situation?



Petta Pohjakallio

Leadership coach and mentor



Cognitive performance

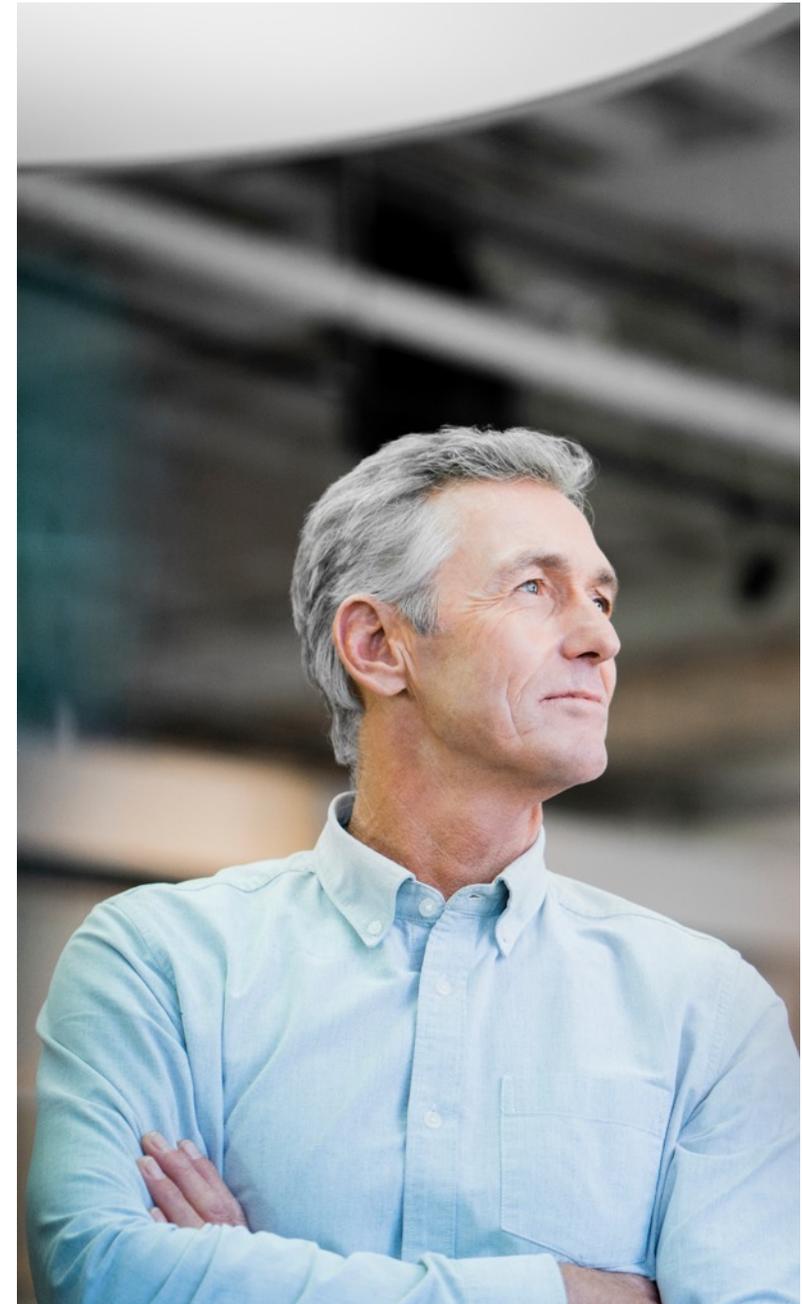
How to improve your cognitive performance and build brain fitness.

Automation, augmentation and an ageing population mean that human cognitive capabilities are an increasingly important differentiator at work. World-renowned performance scientist James Hewitt talks about how to:

- ✓ Combat distraction, improve focus and accelerate learning.
- ✓ Enhance creativity and fuel innovation.
- ✓ Understand what the evidence really says about brain training, meditation and supplements.
- ✓ Use exercise, sleep and nutrition to improve cognitive performance.
- ✓ Recognise and manage helpful and unhelpful stress



James Hewitt
Performance scientist



Sleep, Rest & Recovery

Discover the science behind why we sleep and develop personal strategies for optimal recovery

- ✓ How much do we sleep? Trends in sleep, and how (and why) we often overlook the importance of sleep and recovery as a society.
- ✓ Why do we need sleep? What happens during the phases of sleep and why they are important. Impact of sleep on our performance and health. The mental and physical effects of insufficient recovery.
- ✓ What impacts sleep? How do sleep patterns change with age? Explore common behaviours and activities which affect sleep.
- ✓ What about daytime recovery? Rest doesn't only happen during the night – daytime rest and recovery are equally important for health and performance



Anastina Hintsa

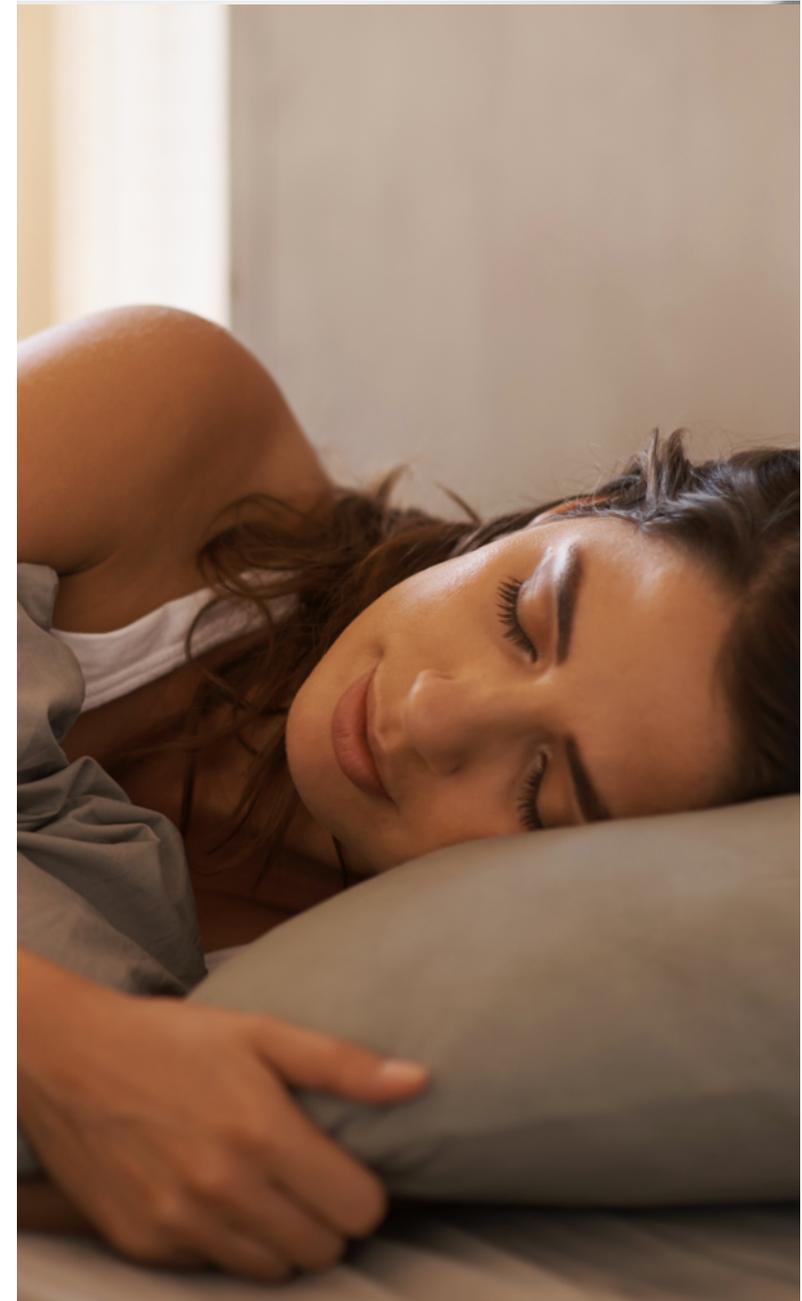
Hintsa CEO

or



Mika Salminen

Senior Performance Coach



Named host subject to availability. Options exist.

Workout at home

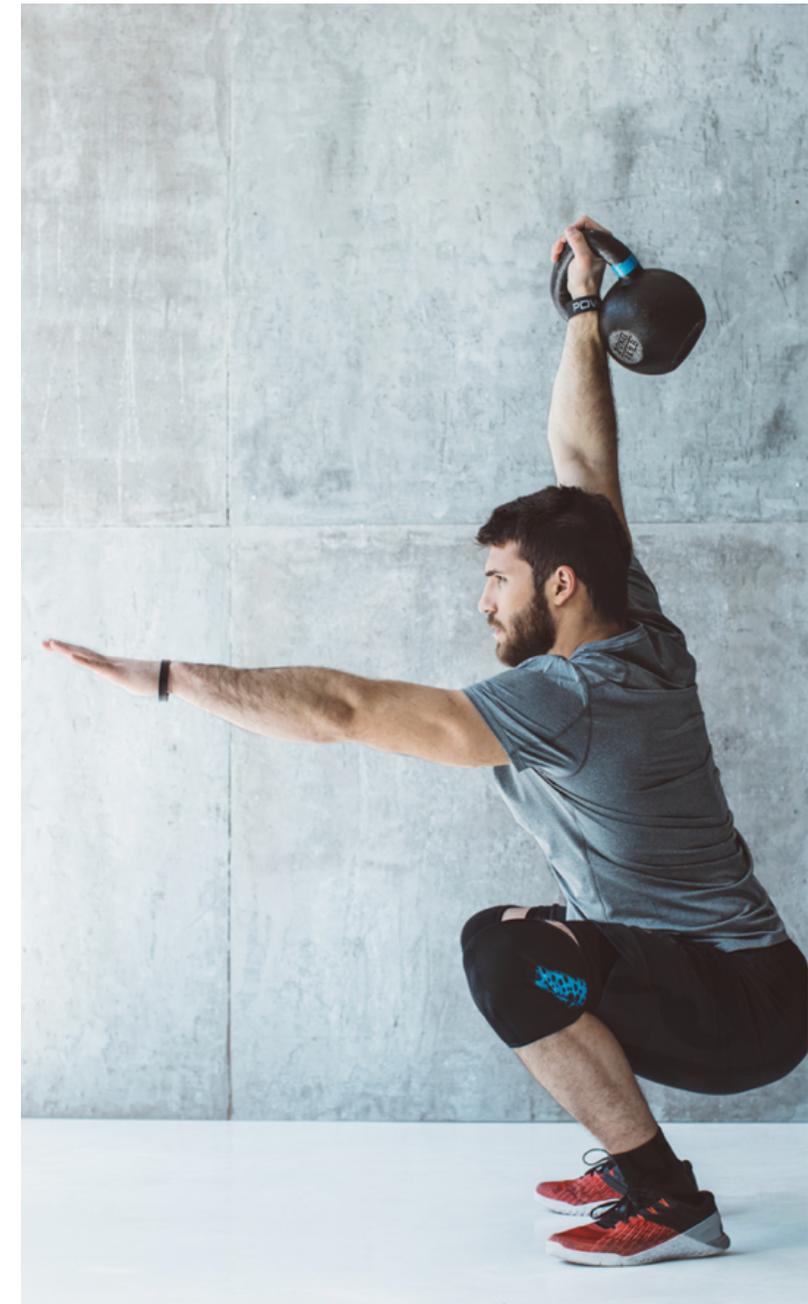
Tips for adding movement to a home office day, including a short guided training session

- ✓ The meaning of physical activity for your life – From a scientific point of view, what is the link between physical health and memory, cognitive performance, and longevity
- ✓ Adding bursts of movement to a home office days – Physical activity comes in many forms and for it to become sustainable, it needs to fit you and your life. We discuss what type of physical activity is beneficial, how much you need, and how to add activity to your day
- ✓ Guided workout – A concrete mini workout suitable to a living room when you have limited equipment available



Heikki Huorinen

Senior Performance Coach



Named host subject to availability. Options exist.

Mental strength

From motorsports to motherhood – how to build mental strength.

Emma Kimiläinen started her racing career when she was 3-years old. To take the wheel of a Formula racing car she's had to overcome stereotypes, obstacles and devastating physical injuries. Today she's a racing driver, entrepreneur and mother. She frequently speaks about two topics: mental strength and team work.

- ✓ **The tricks our mind plays on us and how to overcome them:** Growing up in the world of motorsports, Emma has faced and overcome stereotypes. Emma talks about the science of stereotypes and how she's used it to her advantage.
- ✓ **How mental health underpins high performance and success:** Emma's "recipe for success" includes, e.g. self-development, designing for happiness, and identity
- ✓ **Training your mind** – Practical exercises for reducing stress, anxiety, and fear of failure - on the spot
- ✓ **Formula 1 as a team effort** – The driver is in the spotlight. Nevertheless, Emma explains how motorsports is a team sport, and how the best drivers build team spirit.
- ✓ **Cultivating team work** – Practical tips to boost team work, even when the work requires solitary focus



Emma Kimiläinen

Formula racing driver



Routines of elite athletes

What can executives learn from athletes about routines for sustainable high performance?

The life of an elite athlete is similar to that of a modern executive. Hectic schedule, frequent travel, performing under pressure, being at your best – not once per year, but every single week.

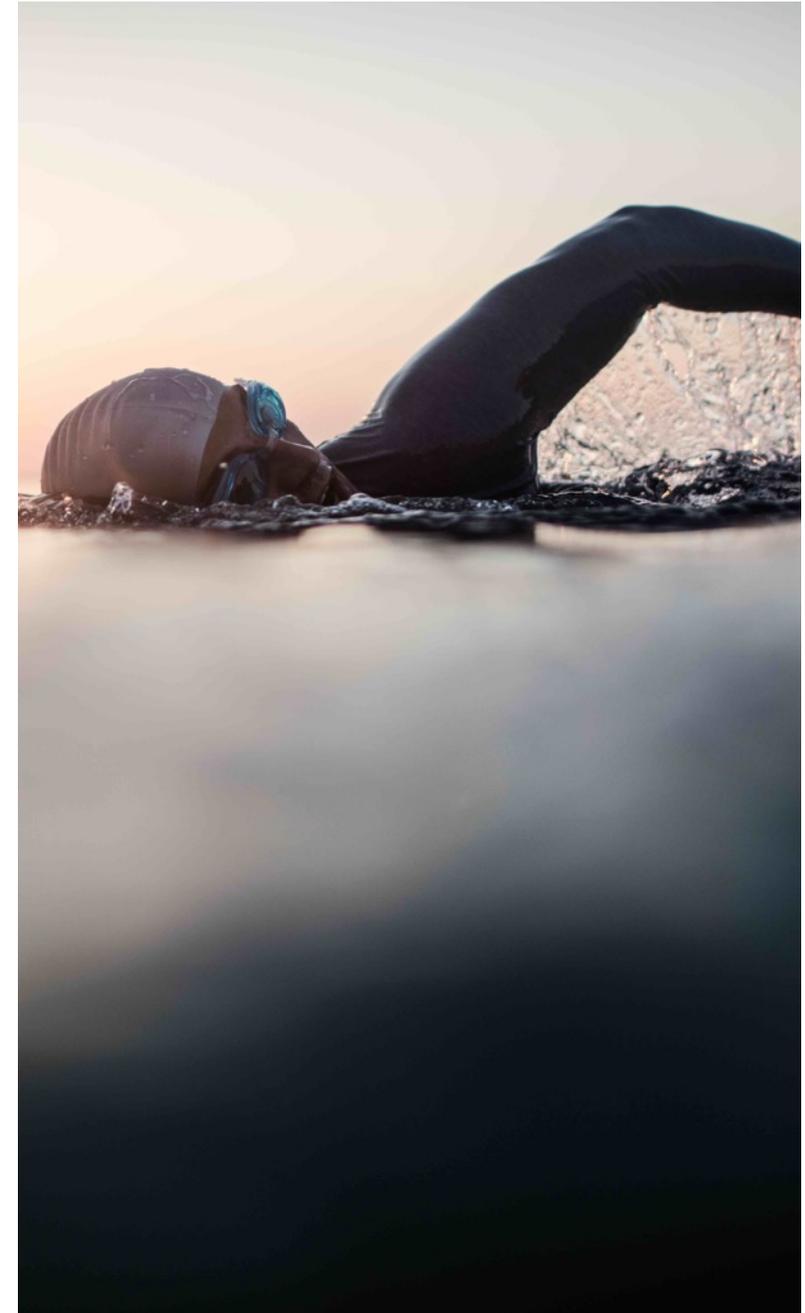
One of our Senior Sports Performance Coaches talks about:

- ✓ The importance of creating sustainable routines
- ✓ Building mental and physical strength to better switch on and off
- ✓ Periodization of life, work, and training
- ✓ How to design your own optimal morning and evening routines for better life and better performance



Dan Sims

Senior Performance Coach, F1 and corporate clients



Switching off

How to switch on when you have to, and switch off when you want to

While high-energy working practices can drive productivity and impact, many of us feel like we never switch off. Performance scientist James Hewitt talks about how to:

- ✓ The top drivers of your 'always-on' culture and why we can't switch off
- ✓ The dark side of passion and why it can lead to a feeling of work controlling us
- ✓ The principles that enable top athletes to perform at their best in the most challenging circumstances
- ✓ How to get better at 'switching off our brains', when we want to
- ✓ The most effective stress management techniques



James Hewitt
Performance scientist

