

What's *your* heart telling you?



Sharpen Your Lifestyle During The COVID-19 Crisis

Be your best self with the Firstbeat Lifestyle Assessment

How are you coping with the COVID-19 pandemic? Have you adapted to working from home? Can you flourish in a time of crisis or are changing circumstances and uncertainty causing increased stress?

Cognacity understands all about managing wellbeing during crisis. From Lehman Brothers in 2008 to the Deepwater Horizon oil spill in 2012 to Grenfell in 2017, we support high performers through the toughest of times.

40% of wellbeing is determined by lifestyle and 30% by genetics (the remaining 30% a mixture of environmental factors, health care and social situations). Your genes are fixed, your lifestyle isn't.

By monitoring your lifestyle using the Firstbeat Bodyguard 2, we are able to determine what behaviours best serve you, and those you need to address. Our 3-day assessment, coupled with either a group webinar or individual coaching session, ensure you have the information to get your lifestyle and wellbeing on track.

- 85% of users experience an increase in work efficiency
- Up to a 30% reduction in sick days
- Shown to increase physical activity



85% report an increase in work efficiency...

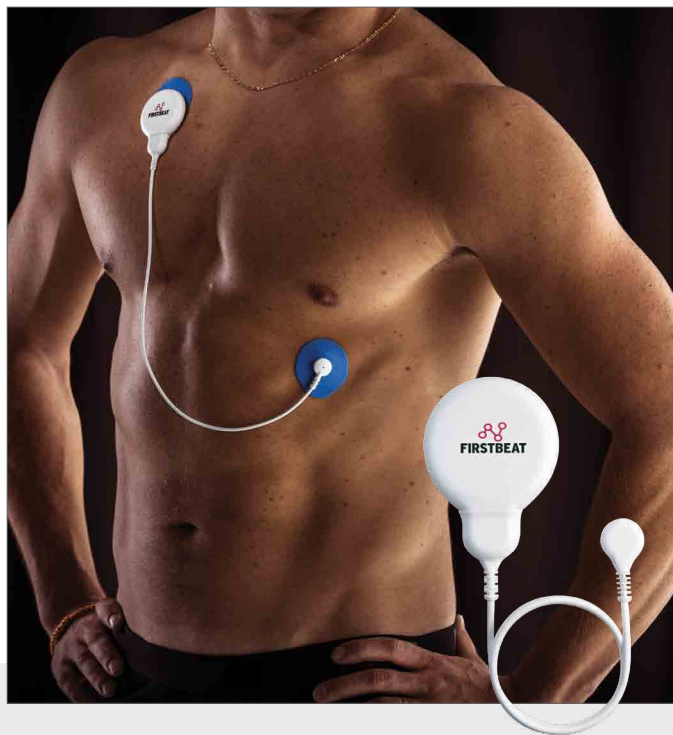
Measuring Stress

The Firstbeat Lifestyle Assessment is a device that is worn for 3 consecutive days. It consists of a small monitor and 2 electrodes (similar to those worn when having an ECG) and it measures heart rate variability (HRV).

HRV is the single best physiological marker of the body's response to stress. Higher HRV indicates high wellbeing.

The data identifies whether you are getting enough recovery time during your working day to ensure you work at your best. It also shows whether the 8 hours sleep you got last night was restorative, or was impacted by the activities of the previous day.

Information is key. Once we have the information we can identify those issues to help you achieve a balanced lifestyle.



Fitness

The Firstbeat Bodyguard II device will show you how effective your exercise is. Did that 20 minute run improve your fitness? The device will tell you specifically whether the exercise you are doing is maintaining, improving or highly improving your fitness.

The Fitness-Level feature in Firstbeat Lifestyle Assessment can also estimate* a person's true aerobic fitness from one 30 minute walk and compares it to a person of the same age and gender.

*with 95% accuracy when compared to VO2 max in a laboratory




Order Your Assessment Today

1. You will receive an email giving you full instructions on how to order and use the device
2. The device is posted to preferred address and 3-5 day assessment undertaken. A diary of your daily routine and all activities needs to be maintained
3. Once completed, simply post the device back using the prepaid envelope
4. Once received, a Cognacity Executive Coach will contact you to arrange a convenient time to review your personalised report (over the phone/via Skype) to discuss results and lifestyle changes needed

Cost

£200 (+ VAT) including 15 minute feedback

£295 (+ VAT) including 60 minute coaching session

To find out more please contact Richard Thorpe:  r.thorpe@cognacity.co.uk