

How-to-Guide

Beat Stress and Prevent Burnout with Firstbeat



IN THIS GUIDE:

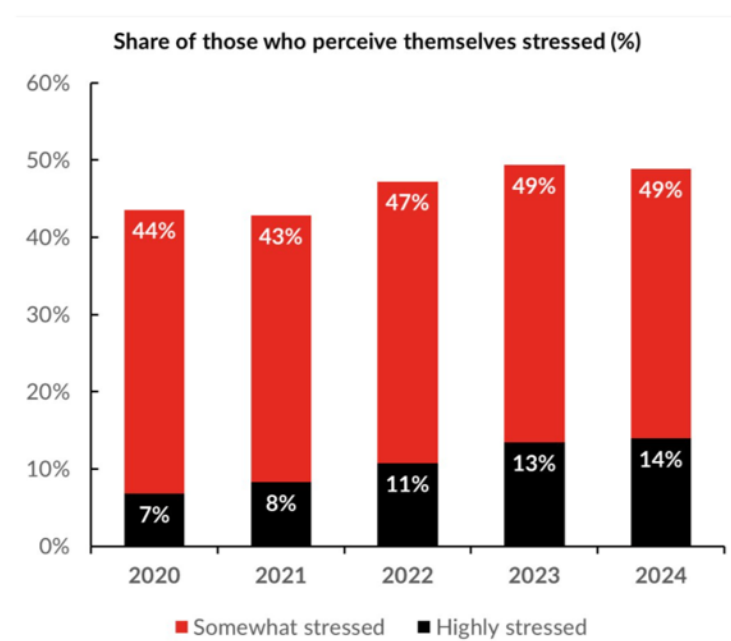
- We've collected examples of how to help people tackle excess stress before it becomes an issue.
- You'll find concrete examples on using physiological data to:
 - 1) Support individuals in key roles
 - 2) Improve staff wellbeing (team and organization level)



INTRODUCTION

BEATING THE STRESS EPIDEMIC

Burnout is on the rise, with serious implications for businesses. According to The Burnout Report 2025 by **Mental Health UK**, stress-related absences now affect nearly 1 in 5 workers, with younger employees most at risk. According to Firstbeat data, **the number of people who feel highly stressed has doubled since 2020**. Recovery rates are also declining, highlighting the urgent need for preventative action.



Firstbeat Big data of 100,000 measurements

49%
of employees report
feeling stressed



1 in 5

workers have taken time off due to stress-related mental health challenges

The Burnout Report 2025 by Mental Health UK

For every 100 employees

- ✓ 16 have a very high stress level
- ✓ 11 have extremely poor recovery
- ✓ 54 exercise less than recommended

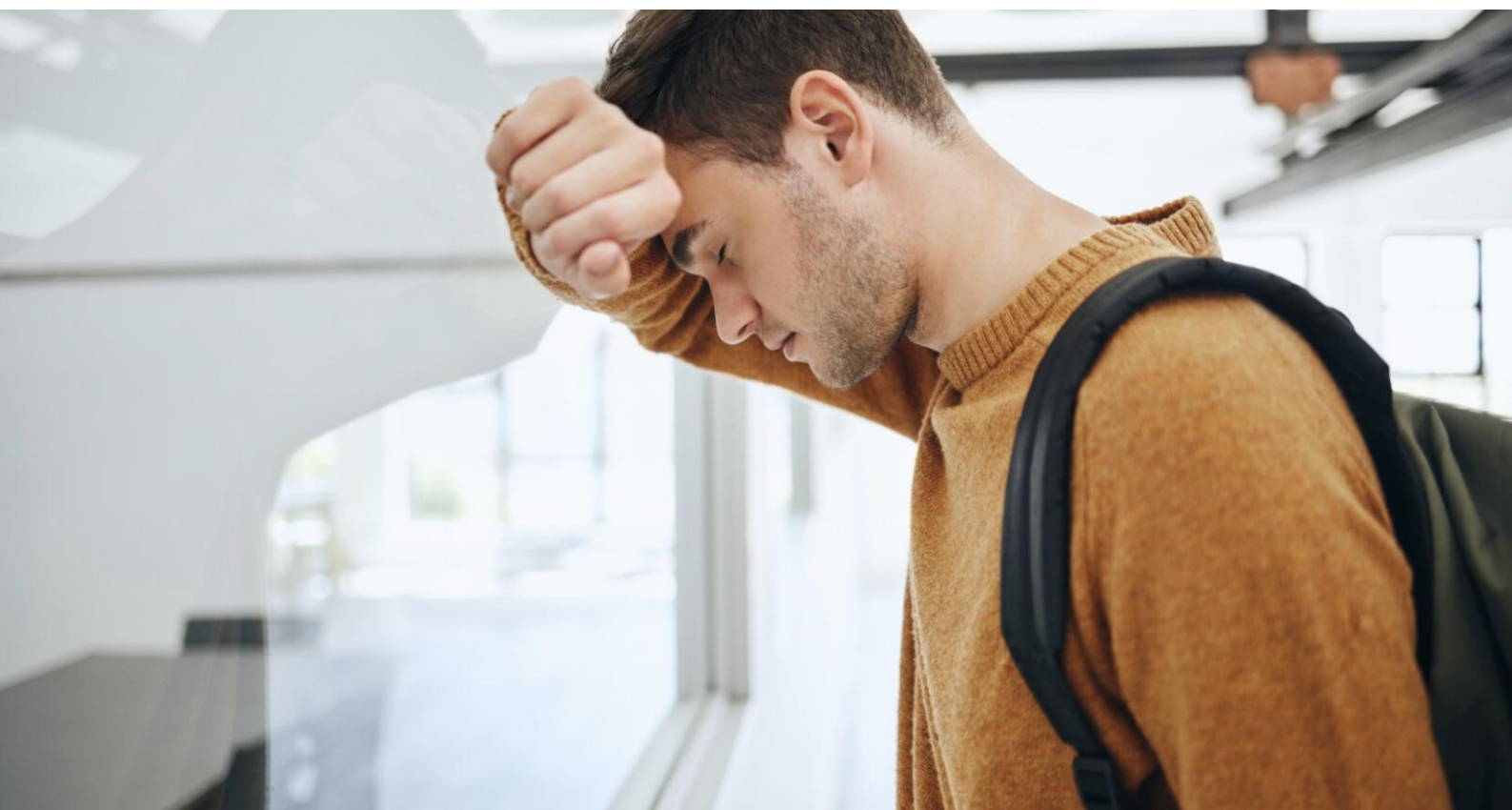
Firstbeat physiological analysis is based on 1 million measured working days

INTRODUCTION

BEATING THE STRESS EPIDEMIC

Chronic, unmanaged workplace stress leads to exhaustion, disengagement, and reduced professional effectiveness. In the UK, stress-related absences are among the biggest drivers of lost working days, costing businesses billions each year.

Those who take a data-driven, proactive approach today will build healthier, more resilient teams
—and gain a competitive edge tomorrow



INTRODUCTION

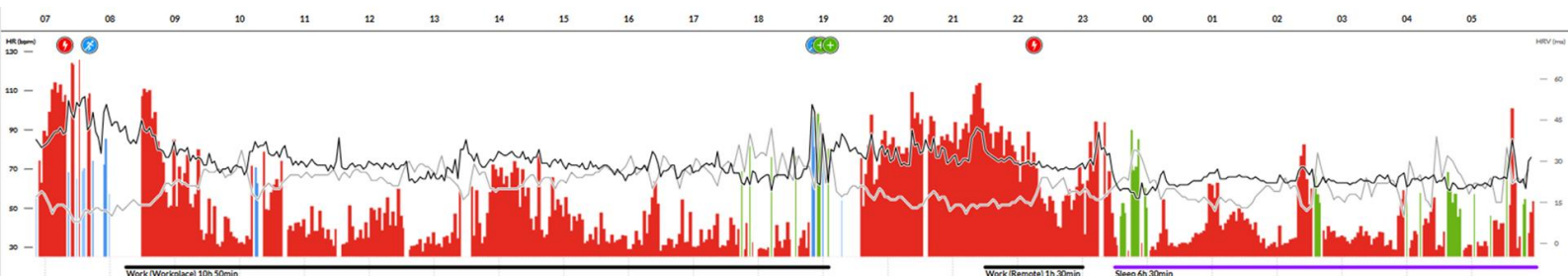
WHAT IS STRESS?

First, a couple words on stress.

Stress often gets a bad reputation. Stress itself isn't harmful. It is a normal, even necessary part of life. Stress activates us, helps us stay alert, and drives performance when needed. In fact, short-term or periodic stress can help us focus, meet deadlines, and push through challenges. Our bodies are designed to handle it!

What we're not equipped for is constant, unrelenting stress. That's when things start to break down. Without sufficient **recovery**, even normal stress turns into a long-term burden that can impact both well-being and performance. Over time, this ongoing strain can lead to exhaustion and, eventually, burnout.

Sustainable performance is not about avoiding stress — it's about learning to recover well



Firstbeat Life visualizes stress (red) and recovery moments (green), showing whether they are in balance.

1) HELP KEY PERSONNEL BEAT STRESS AND DRIVE PERFORMANCE

Why?

In high-stake roles, the ability to perform under pressure and keep developing is essential, making recovery a necessity. Preventing excessive strain from escalating into burnout is critical not only for individual wellbeing but also for sustained performance and business success.

Healthy resilient leaders perform better and make clearer decisions. Supporting their wellbeing strengthens the entire organization.

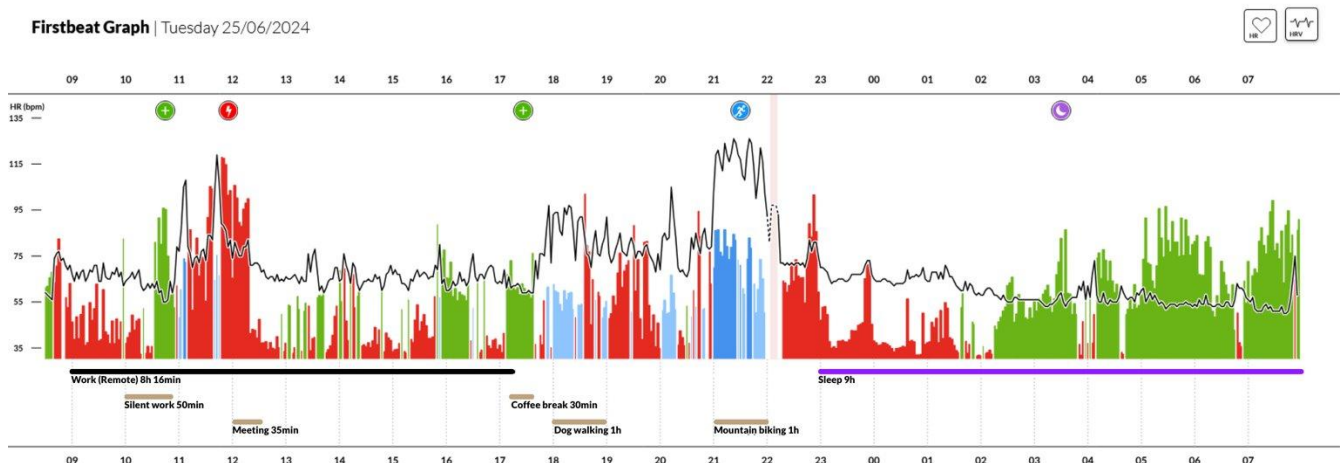
Help key persons succeed in their roles by

- Providing tools for stress management.
- Ensuring that key personnel have sufficient resources to recover from work-related stress.
- Strengthening their wellbeing and resilience.



Boost leadership performance with balanced stress and recovery

Firstbeat Graph helps you understand the client's work-life balance and daily routines. Identify stressors and provide guidance for smarter daily scheduling.



Spot actions that promote recovery

Learn to recognize demanding situations and implement recovery-supporting strategies, such as micro-breaks.

Work Time

→ Is there enough recovery during work hours? Discuss the importance of breaks.

Leisure Time

→ Does leisure time include any recovery? Discuss setting boundaries between work and personal life and agree on concrete actions to ensure sufficient recovery.

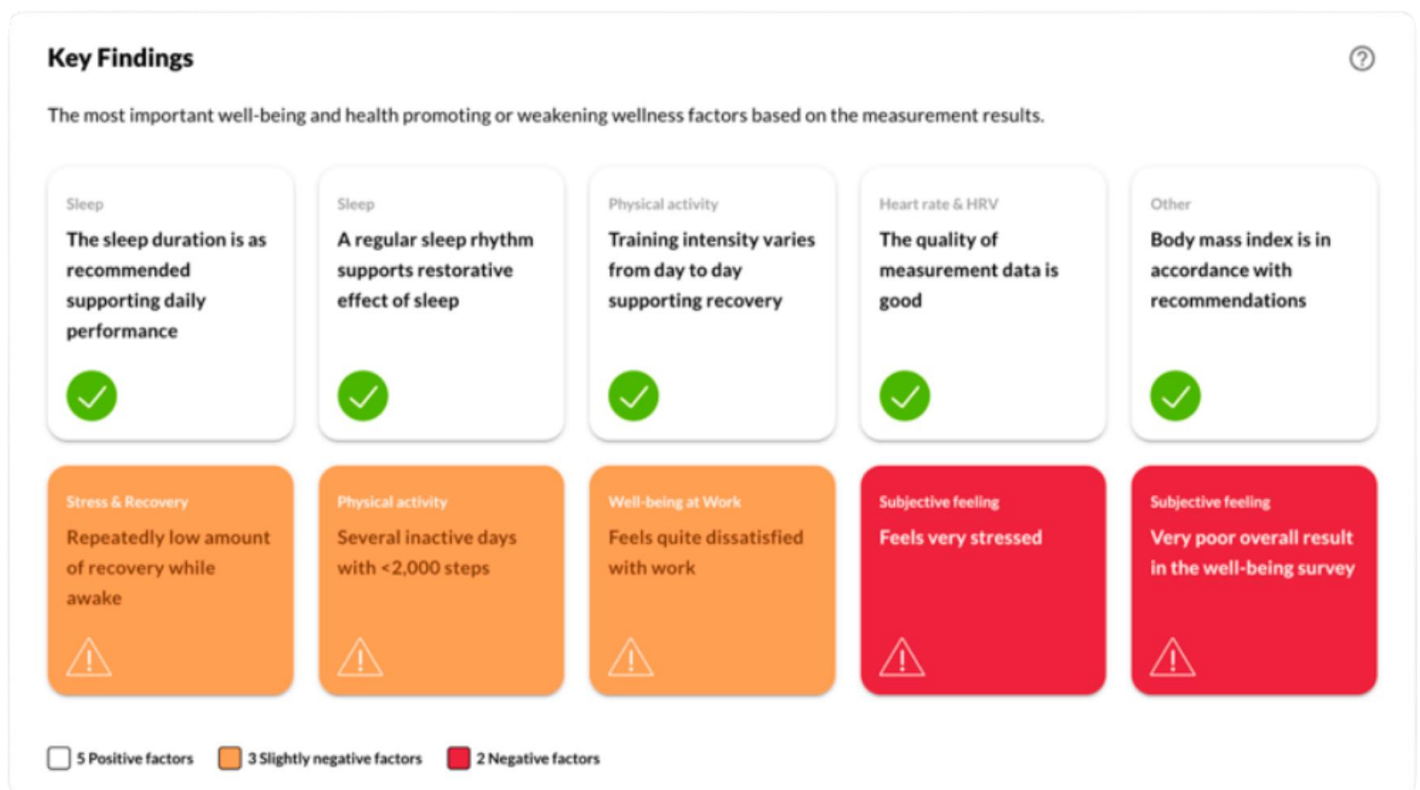
Sleep Cycle

→ Is restorative sleep delayed or do stress reactions persist even during sleep? Identify causes of poor sleep and help the client shape their daily routines to support better rest at night.

Strengthen resilience and identify wellbeing risks

Healthy lifestyle habits, such as sufficient sleep, physical activity, and a balanced diet, build resilience and form the foundation for better performance.

Risky habits can often be invisible. Firstbeat Life reveals your client's lifestyle- and recovery-related risk factors, development areas, and strengths. The data allows you to see which areas of your client's wellbeing require attention and where to focus next on their wellness journey.



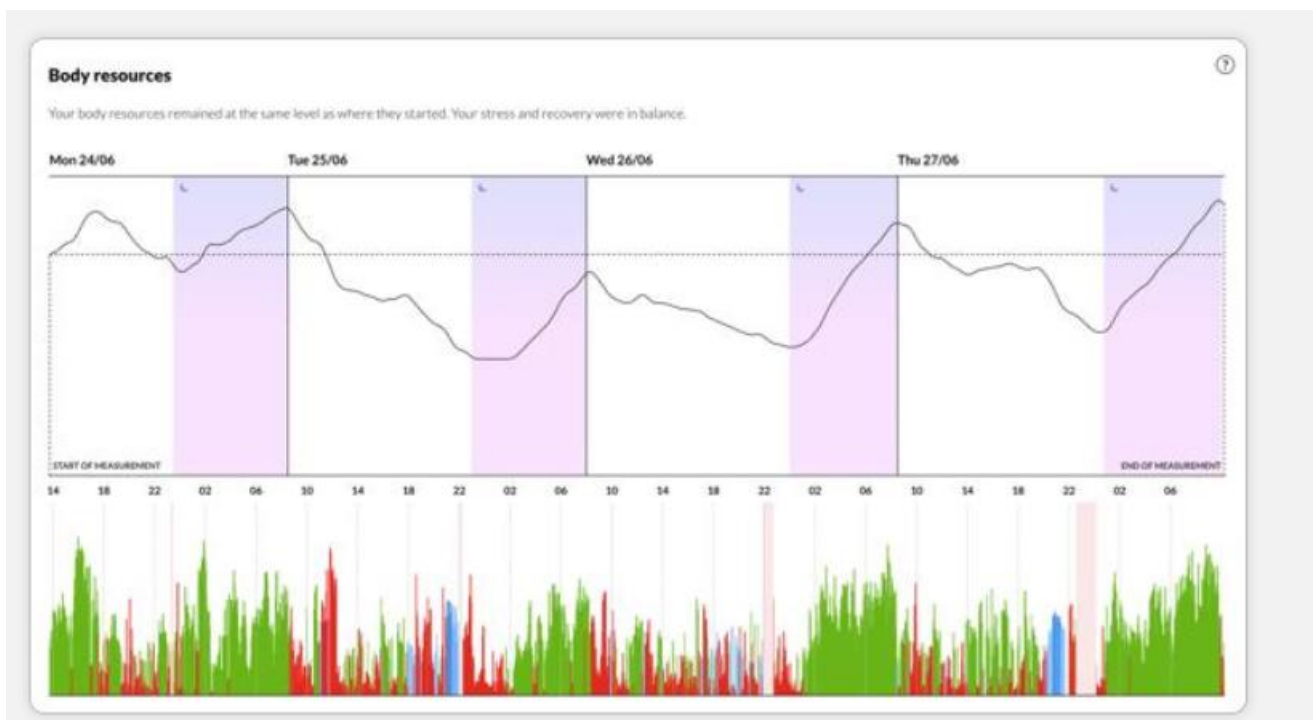
Stronger Resources for Future-Oriented Leadership

Constant stress and depleted resources make leadership reactive - energy is spent on putting out fires instead of developing the organization or oneself.

Firstbeat reveals the status of your client's body resources: whether there's enough recovery, leaving energy to lead.

If body resources are constantly insufficient

If a leader's resources are constantly depleting, it's time to rebalance. Encourage them to strengthen recovery routines, prioritize quality sleep, and set clear boundaries — actions that replenish physical and mental resources while boosting energy, positivity, and focus. With stronger resources,, leaders can think strategically, inspire their teams, and work more effectively, driving long-term organizational growth.



2) IMPROVE STAFF WELL-BEING AND GOOD WORK ABILITY

Why?

Supporting your client organization's wellbeing and good work ability fosters a healthier, more engaged workforce. By addressing key areas of wellness, organizations can reduce burnout and turnover and build stronger teams and sustainable success.

Enhance workplace wellbeing

- Reduce absenteeism and turnover by targeting wellbeing actions based on measurable data.
- Assess employee workload levels and identify wellbeing risk factors as well as individuals at risk of overload.
- Identify individual and organizational wellbeing needs and take targeted actions through personalized group coaching.
- Develop supportive and well-being focused workplace practices.



Understand the Overall Stress and Recovery Status

Get an understanding of the overall health and wellbeing status of the employees. The Firstbeat Life overall score reflects the balance between stress and recovery, the restorative effect of sleep, and the health effects of physical activity.

It provides a clear picture of the current state of a team or organization, highlighting both potential challenges and existing resources that support performance and wellbeing.

Firstbeat Life Overall Score

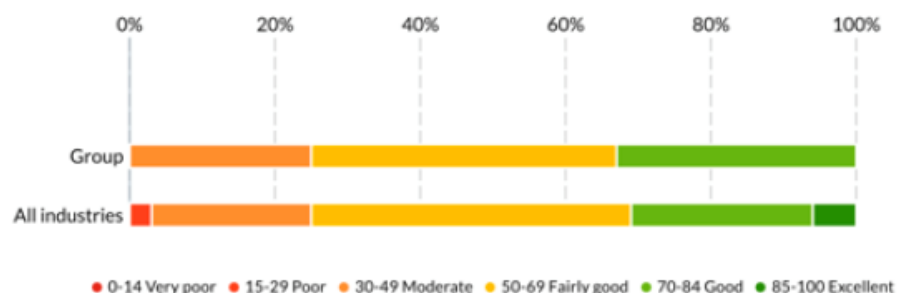


Fairly Good

Overall well-being among the participants was quite good and risk to work performance is at a normal level. Investing in the well-being of people improves productivity and reduces risks at work.

Comparisons

N=12



Identify Employees at Risk of Overload and Provide Support

Overall wellness assessment helps identify employees at risk of overload and indicates whether group-level actions are needed, in addition to individual interventions.

Distribution of overall wellness & Notifications

N=12

Poor overall result



0 participants

belong to this category

These people have a poor Firstbeat Life overall score. Continuously high stress combined with poor recovery and sleep, and lack of physical activity are a significant wellness risk. This can also predict higher healthcare costs, loss of productivity and reduced work ability.

Moderate overall result



8 participants

belong to this category

These people have a moderate Firstbeat Life overall score. They might have challenges with stress, sleep, or physical activity, which in the long run increases their wellness risks. Supporting and helping them make small adjustments to their lifestyle can reduce the risks significantly.

Good overall result



4 participants

belong to this category

These people have a good Firstbeat Life overall score. Stress-recovery balance, sleep, and amount of physical activity are, on average, at a good level, which supports comprehensive health and well-being. No major wellness-related risks.

Notifications

N=13

The application provides notifications when specific physiological criteria are met - to help people react early to poor recovery and excessive load. A notification requires at least 6 days of measuring per each participant.



1 participant

got a notification about poor recovery



1 participant

got a health check recommendation

Employees with a poor overall result

→ Plan targeted actions for individual employees or consider a targeted coaching or workshop for group to strengthen recovery habits and resilience.

Employees who receive a notification on poor recovery

→ Review individual reports to identify key causes – workload, recovery rhythm, or lifestyle factors – and plan tailored actions together with the client to decrease overload and improve recovery.

Employees who receive a recommendation for a health check

→ Offer support and emphasize early action. Encourage medical consultation and use the opportunity to reinforce a caring, health-conscious workplace culture.

IMPROVE STAFF WELL-BEING AND GOOD WORK ABILITY

Check Different Wellbeing Categories and Discuss Areas for Improvement

Scores for different categories — stress & recovery, restorative effect of sleep and physical activity — help identify the challenges within a team or organization. This enables targeted actions where they have the greatest impact, optimizing resources and strengthening overall resilience.

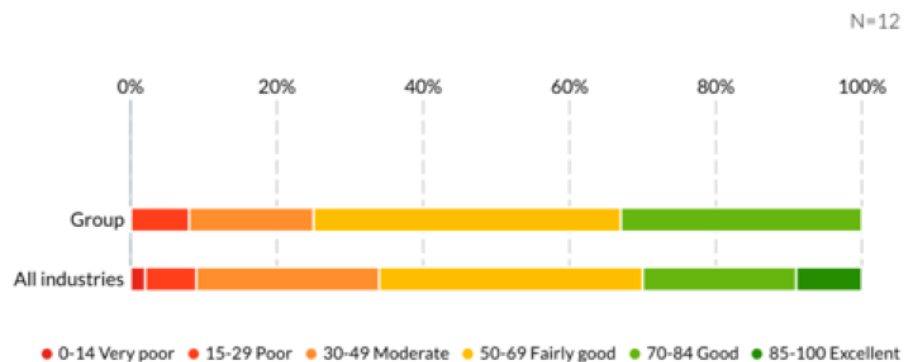
Reviewing the anonymous results together fosters open dialogue and shared ownership of wellbeing. Guide and facilitate the process so that key insights translate into concrete actions and daily habits that support sustainable performance.

Stress & recovery balance

60 / 100 **Fairly Good**

On average, balance between stress and recovery was quite good among the participants. Still, it is good to pay attention to ways to support resilience and stress management.

58 / 100 All industries avg.

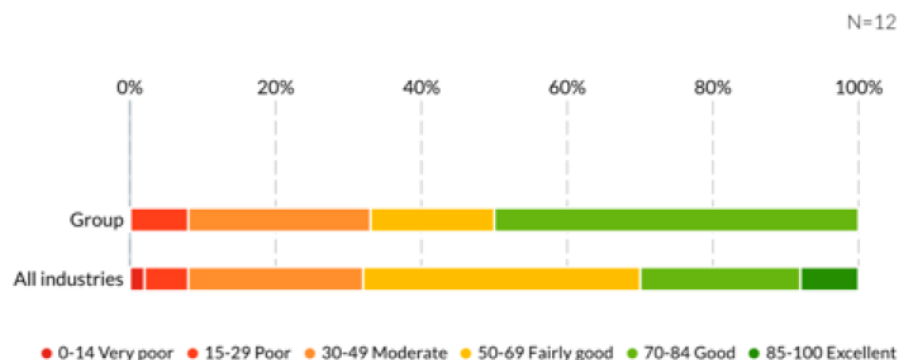


Restorative effect of sleep

59 / 100 **Fairly Good**

Participants' sleep was typically restorative, on average. High-quality sleep improves concentration, alertness, and creative thinking so all activity that supports sleep supports work performance and productivity.

58 / 100 All industries avg.

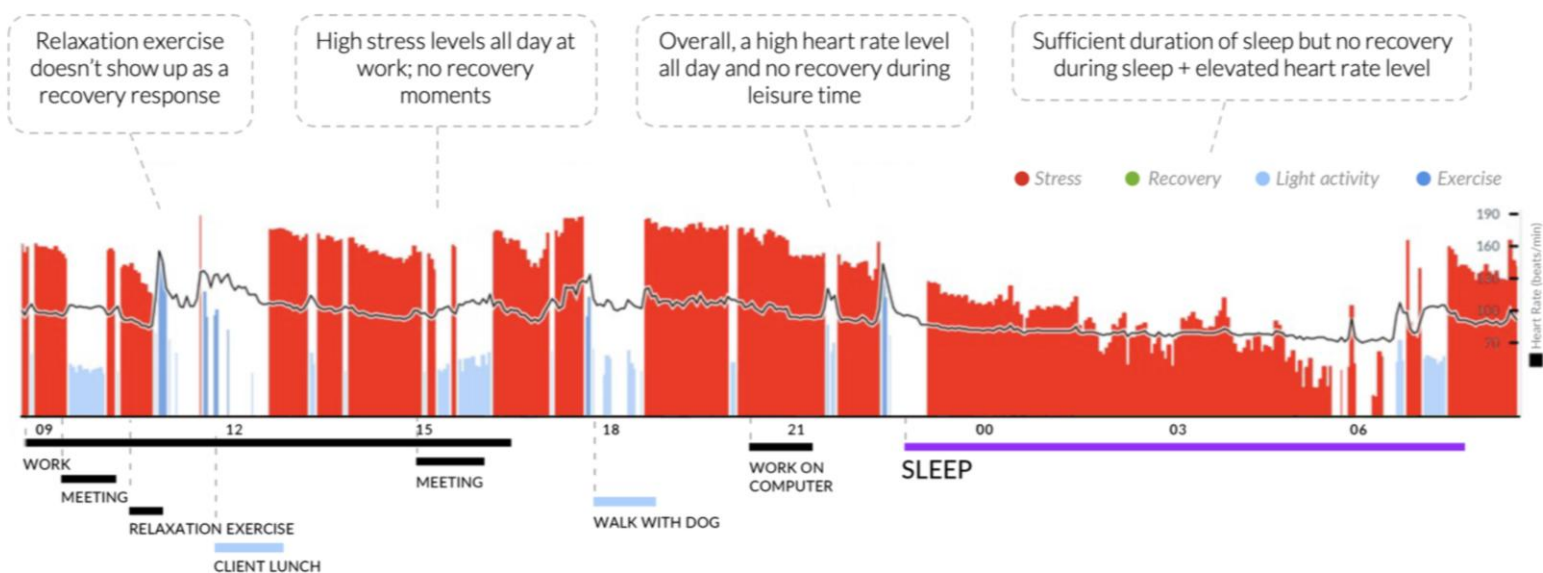


CASE: EXHAUSTED MANAGER

Background

45-year-old man; works as supervisor in the commerce sector. No regular exercise; moderately overweight. Has problems with sleep; uses sleeping pills occasionally. No illnesses.

Went to see a doctor due to sleep problems. The doctor prescribed a Firstbeat Life measurement to get a better idea of his overall load and sleep quality



Results

Person was healthy during the measurement; no alcohol or medication. Hardly any recovery during 3 measured days. Even during sleep, sympathetic activity was strong and heart rate was >70 bpm, which is a very high level during sleep.

Action points

Occupational healthcare doctor prescribed 2 weeks of sick leave. No other actions at this point.

Health check recommendations!

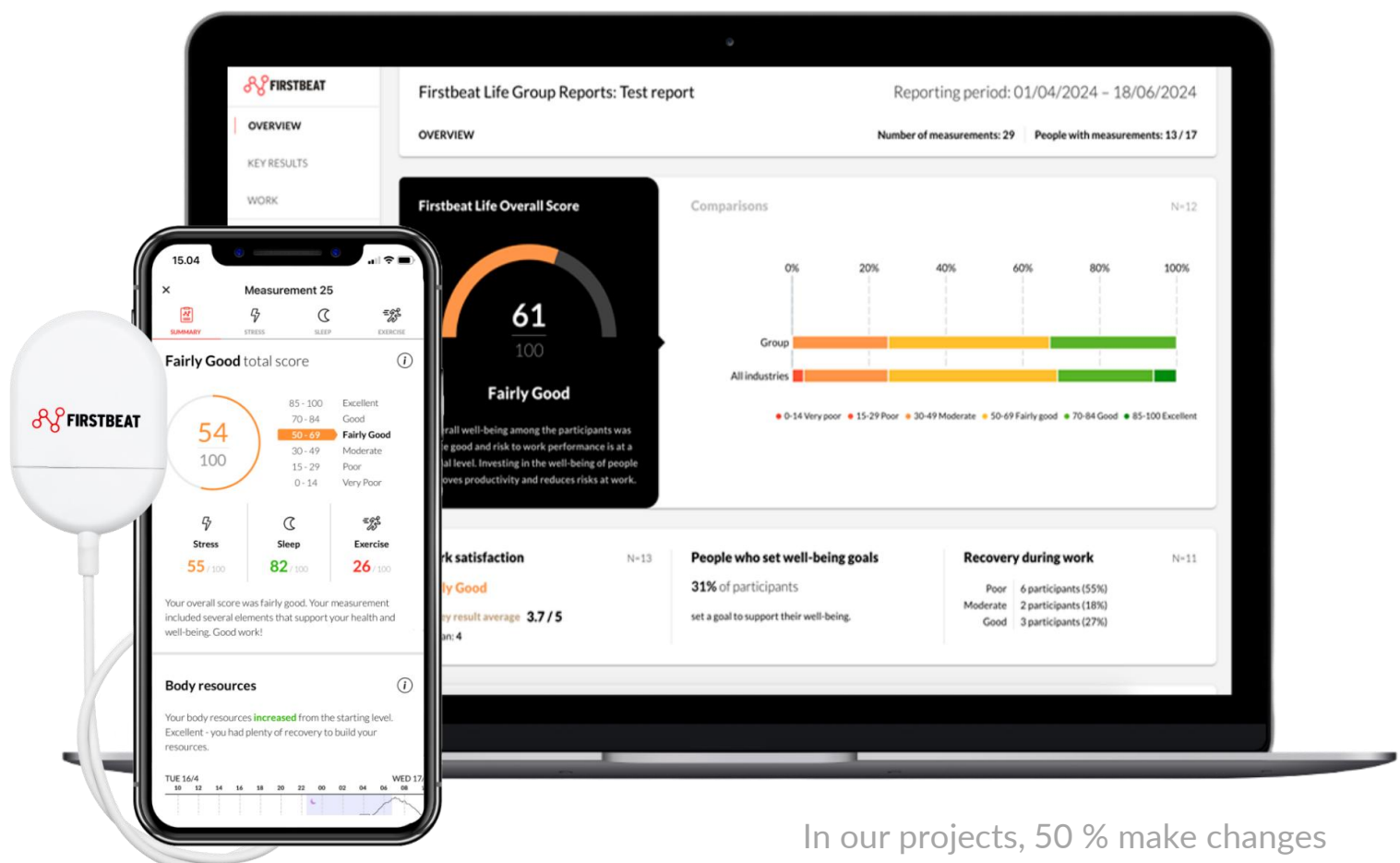
FIRSTBEAT LIFE – DESIGNED FOR WELLNESS COACHING

Firstbeat Life bridges the gap between physiological data and everyday activities. Designed for professional use, it provides you accurate analysis to gauge your client's wellness, pinpoint strengths and risks, and determine next steps in their wellness journey.

Whether you are coaching individuals or groups, as pioneers in stress analytics we will provide you the insights you can trust.

Firstbeat Life integrates seamlessly into different wellness offerings, including:

- Executive and high-performance leadership programs
- Team workshops and training sessions
- Large-scale organizational wellness initiatives



In our projects, 50 % make changes
– 30 % are considering them.

GET A HOLISTIC VIEW INTO CLIENT WELLNESS

Understand the full picture behind your client's wellbeing by combining data on stress, recovery, sleep, and physical activity for actionable insights.



Stress and Recovery Balance

Monitors the balance between stress and recovery to ensure the overall load from work, training, and daily life remains manageable and supports sustainable performance.



Restorative Effect of Sleep

Shows how well sleep restores the body and helps identify factors that may weaken recovery during the night.



Health Effects of Physical Activity

Helps determine if your client's daily activity is sufficient to maintain good health, energy, and resilience.



Training Effect

By tracking the training effect of key workouts, you can see whether training is balanced and if intensity needs to be adjusted.



Fitness level (VO2Max)

You can check your client's aerobic fitness level and track progress with a simple 30-minute fitness level walk.



Body Resources

Shows how to balance load and recovery to prevent exhaustion and maintain performance.



Notifications on Poor Recovery and Health Check Recommendation

The system detects signs of poor recovery or potential health risks and provides in-app notifications to support early action and proactive wellbeing management.



Accurate Oxygen and Energy Analysis

Estimation of oxygen consumption and energy expenditure using advanced on/off kinetics for precise insight into body energy use.



Accurate Step and Movement Tracking

Detects walking and running steps with a precise accelerometer. As the device is not wrist-worn, only actual steps are counted — no false steps from arm movement.

WHAT OTHER WELLNESS PROFESSIONALS SAY ABOUT FIRSTBEAT?

MY REVENUE HAS INCREASED BY 50% WITHIN A YEAR

“With the help of Firstbeat Life I have created a new and effective service concept that is not restricted by the number of hours I have in a day. My business can grow, and customers get truly valuable additional support. At the moment, almost all my clients have purchased the new service, which increased sales nicely. So far, my revenue has increased by 50%. All this within a year!..”

“Also, physiological data allows me to provide individualized coaching for groups. The groups also share their results among each other –which further increases the commitment to the results”



Personal Trainer Janika Hautala

[Read the full story](#)

WHAT OTHER WELLNESS PROFESSIONALS SAY ABOUT FIRSTBEAT?

"By using Firstbeat's data-driven insights, we've been able to measure employee energy patterns and make practical, science-backed adjustments.

Clients have reported employees feeling more energised and balanced, but we're not just helping individuals, we also help teams to create a way of working that promotes wellbeing and performance.

This way we're changing the way entire organisations function."



Noortje de Lange,
Oneware the Agency

[Read the full story](#)

FEEDBACK FROM A CORPORATE CLIENT – BAKER MCKENZIE

"To those who already have a wearable and ask why I need Firstbeat, the answer was pretty clear:

Firstbeat is a medical-grade device with better accuracy, tracking areas with a level of detail and a journal that people don't typically have on their wearable.

**Baker
McKenzie.**

Jay Connolly,
Global Chief People Officer,
Baker McKenzie

WHY FIRSTBEAT?

PIONEERS IN STRESS MANAGEMENT - PROVEN IN PROFESSIONAL SPORTS

Firstbeat has been leading the way in physiological analytics and stress assessment for two decades.

Thousands of professional teams, wellness providers and companies in over 70 countries have used Firstbeat to reach their individual wellness, health or performance potential.

10 000+

Organisations
Helped

1000+

Pro Teams

23 000+

Pro Athletes

350+

Scientific
Publications

4M+

Physiological
Measurement
Database

Elevate your wellness
service and start
benefitting
from physiological
data!

Sign up today

Questions?

Book a free intro call
and let's discuss how
Firstbeat can elevate
your service.

