

# Remote coaching for better life and performance – is it working?

Business Finland Health Tuesday

February 7, 2023

Pekka Pohjakallio



# Today's flow

---

**01.**  
**Who are we?**

**02.**  
**What are the organisations  
asking for?**

**03.**  
**What can be achieved via digital  
/ hybrid coaching?**

BETTER LIFE. BETTER PERFORMANCE.

# Hintsa Performance in brief

Since 1997 Hintsa Performance has helped top athletes, executives, and organisations to reach higher performance through holistically good life. Its method 'The Circle of Better Life' creates a framework our coaches use to reach sustainable change to better life. And better performance.

**16 × Formula One  
World Drivers' Championships  
by Hintsa's clients.**

**Over 500  
organisations  
served**

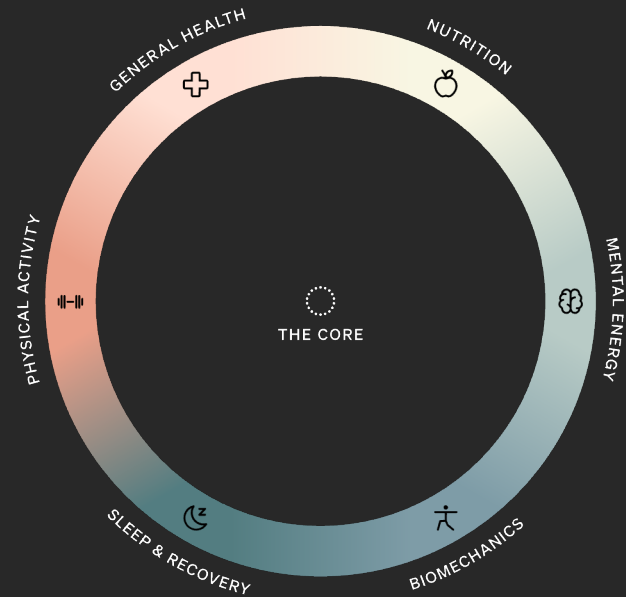
---

**2000+**  
executives and business professionals coached.

**500+**  
organisations with Hintsa programs.

**40,000+**  
employees covered in the largest organisation served.

**Remote Coaching**  
programs launched in 2018.





# Wellbeing has become a “must” to manage both talent downsides and capture the upside

## 1 Manage the negatives

Covid accelerated trends in exhaustion, burnout, disengagement

40%

of employees struggle with mental health issues, with women and minorities worse off

60%

of leaders feel used up at the end of the workday, a strong indicator of burnout

“

*employees around the world are experiencing stress at an all-time-high level, and worry, anger, and sadness remain above pre-pandemic levels ... the emotional side of work has not healed from the pressures of the last two years*

Harvard Business Review, June 2022

## 2 Capture the upside

Engagement, team work, talent retention and attraction

McKinsey  
& Company

*“Wellbeing keeps minds sharp”*

*“Wellbeing as a skill”*

Baker  
McKenzie.

Wellbeing programs and “burnout advisors” to keep talent

Spotify

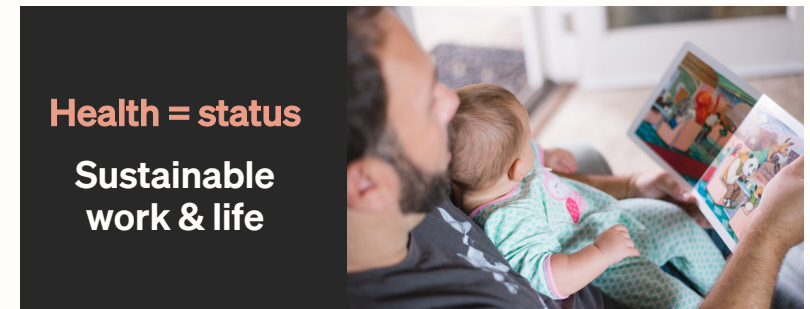
Scandinavian equality, flexibility, work-life balance to attract talent

NASA

Psychological safety to avoid pitfalls of ‘results culture’

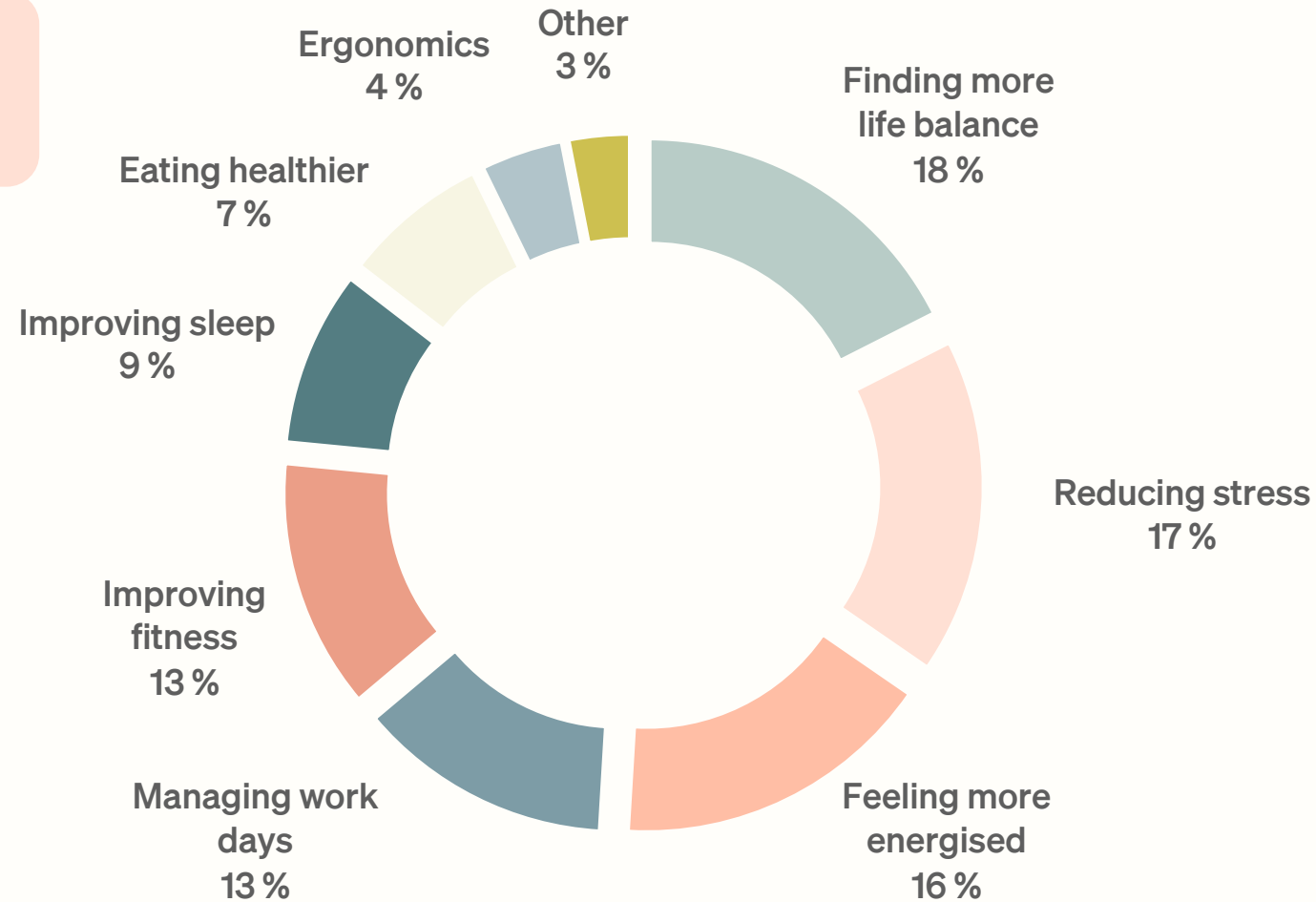
## 3 Future-proof yourself

The profile of “good work” is evolving with every generation



# Key reasons for booking a coach session include better balance, stress reduction, and feeling more energised

Manager reasons for  
booking a coach session  
On-demand coaching, 2022



# The power of digital/remote has changed over the past few years



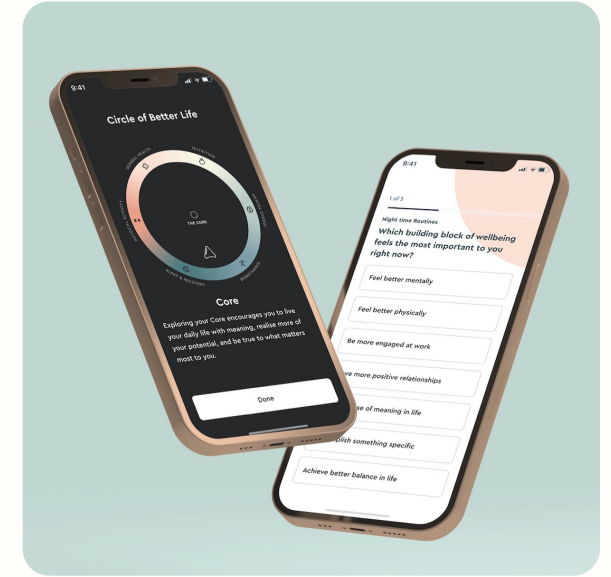
One-to-one, high intensity



Remote coaching supported by a mobile app



Even one session can be enough, supported by assessment



Coaching plan via an app

# Coaching feedback and impact 2021-2022

## Client satisfaction

4,7 /5

How satisfied were you with your coaching programme?

Bain & Co (creators of NPS) note that a good NPS score is 0 and above. Above 50 is excellent. E.g. in the technology industry, where the average score is 59, Apple's NPS score of 61 is above average

92

NPS 3 meetings

How likely are you to recommend this type of HintsA programme to a friend or colleague?

40

NPS 1 meeting

How likely are you to recommend this type of HintsA programme to a friend or colleague?

## Coaching impact Measured by Goal Attainment Scale (GAS)\*

Do you feel you reached the goal you defined for this programme?

95%

reached or exceeded their goal



How well has the programme helped you create positive lifestyle changes?

100%

created lifestyle change



# Thank you.



Pekka Pohjakallio  
m: +358 50 557 1156  
[pekka.pohjakallio@hintsa.com](mailto:pekka.pohjakallio@hintsa.com)