



Hintsa

HINTSA PERFORMANCE

Rethink
success.

Aki Hintsa



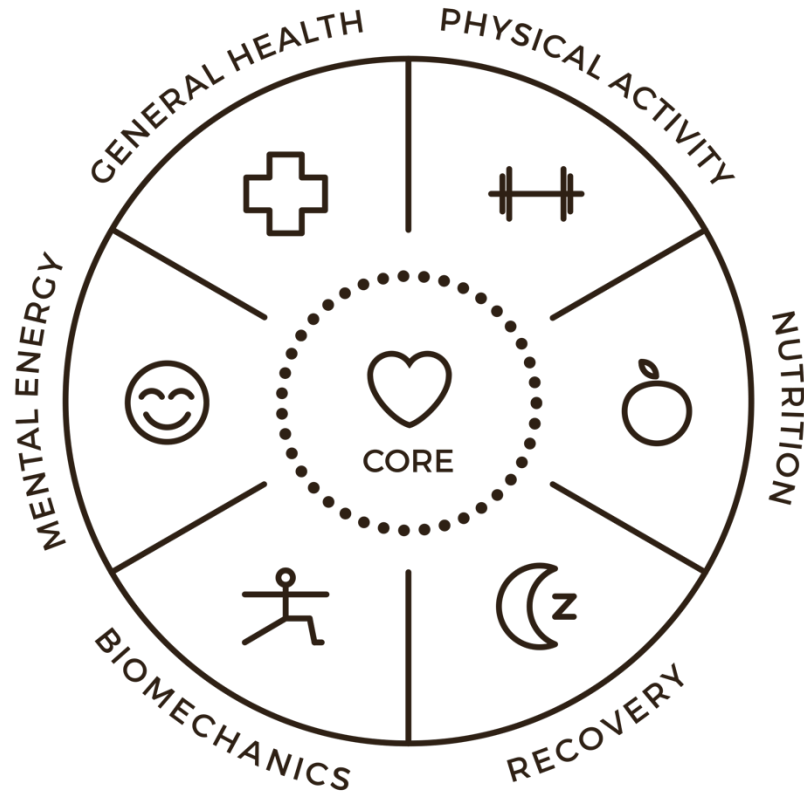
How do you
reach peak
performance and
high quality of life?

A man in a grey long-sleeved shirt and black leggings is crouching in a field of tall, dry grass, tying his shoelaces. The background is a soft-focus landscape with more grass and a hint of a body of water. The text is overlaid in white, bold, sans-serif font.

Logical Framework Approach:

Better health and wellbeing
leads to better performance.

Circle of Better Life





F1 was the perfect laboratory for testing our philosophy.

A Formula 1 race scene with multiple cars on a track. The cars are in various colors, including red, yellow, and blue. The track is asphalt and there are barriers on the sides. The background is slightly blurred, showing more cars and the track curving into the distance.

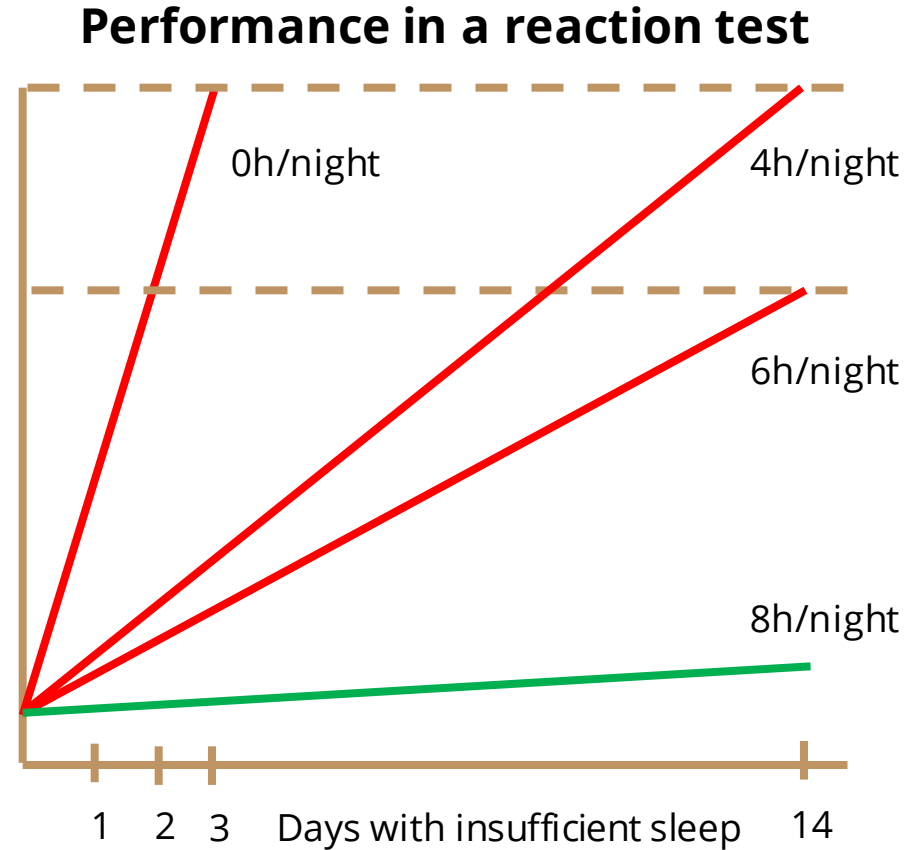
"80 percent of the performance of a driver is down to mental strength.

If this mental side is dented, the self-confidence begins to falter and it can have an effect on lap times."

Mika Häkkinen

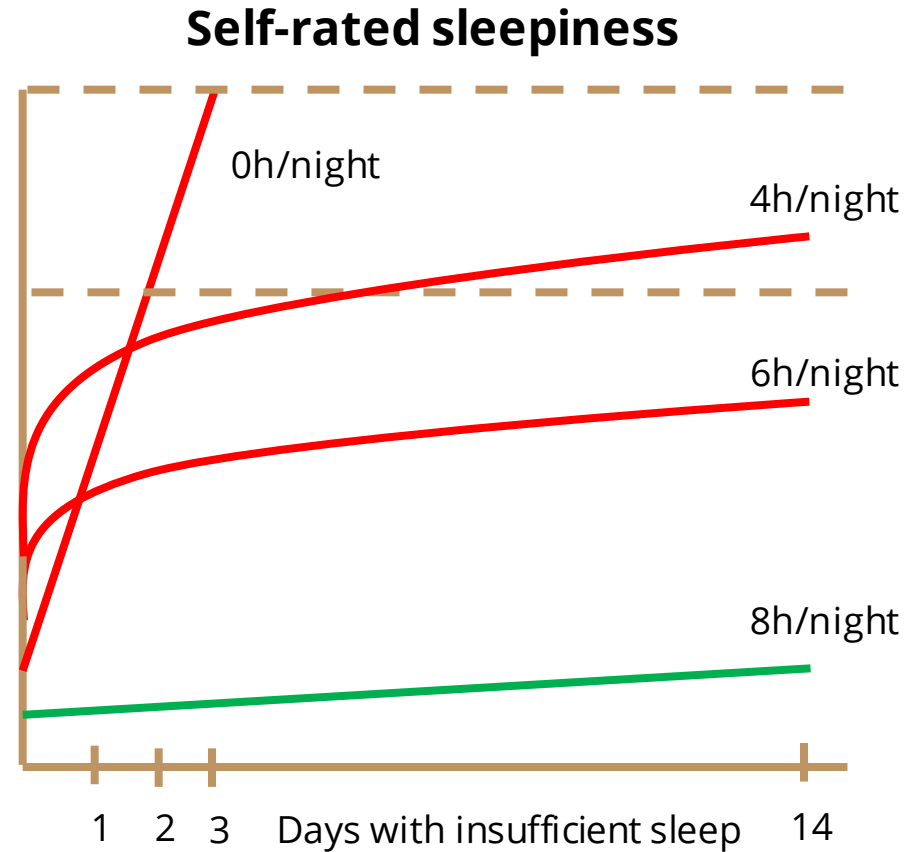
**Sleep debt impairs
our performance.**

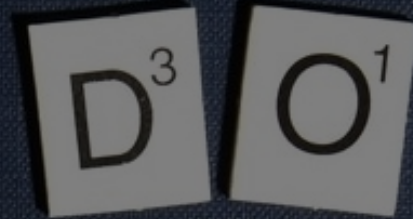
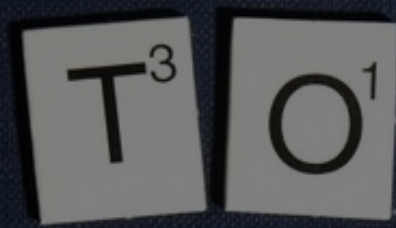
**Sleeping 6 h/night
for 2 weeks leads to
similar performance
levels as when
staying awake for
two days.**



We don't realise our own performance decline.

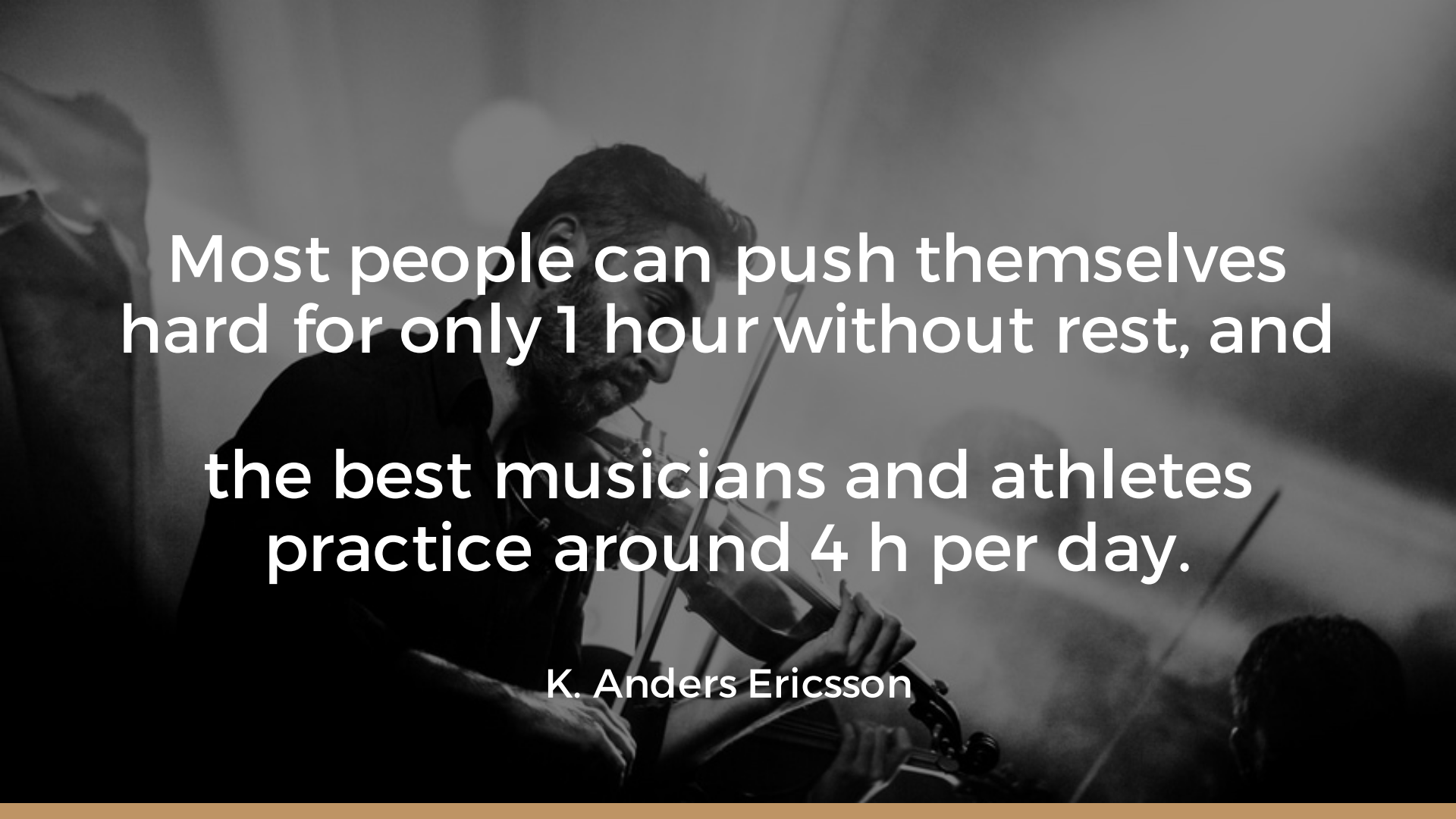
After a few days, our perceived sleepiness rating remains fairly stable.





“**Idleness** is not just a vacation, an indulgence or a vice; it is as **indispensable to the brain** as vitamin D is to the body, and deprived of it we suffer a mental affliction as disfiguring as rickets”

Tim Kreider

A black and white photograph of a violinist playing a violin. The violinist is a man with a beard, wearing a dark shirt, and is looking down at his instrument. The background is blurred, showing other musicians and the setting of an orchestra. The text is overlaid on the image in a white, sans-serif font.

Most people can push themselves
hard for only 1 hour without rest, and
the best musicians and athletes
practice around 4 h per day.

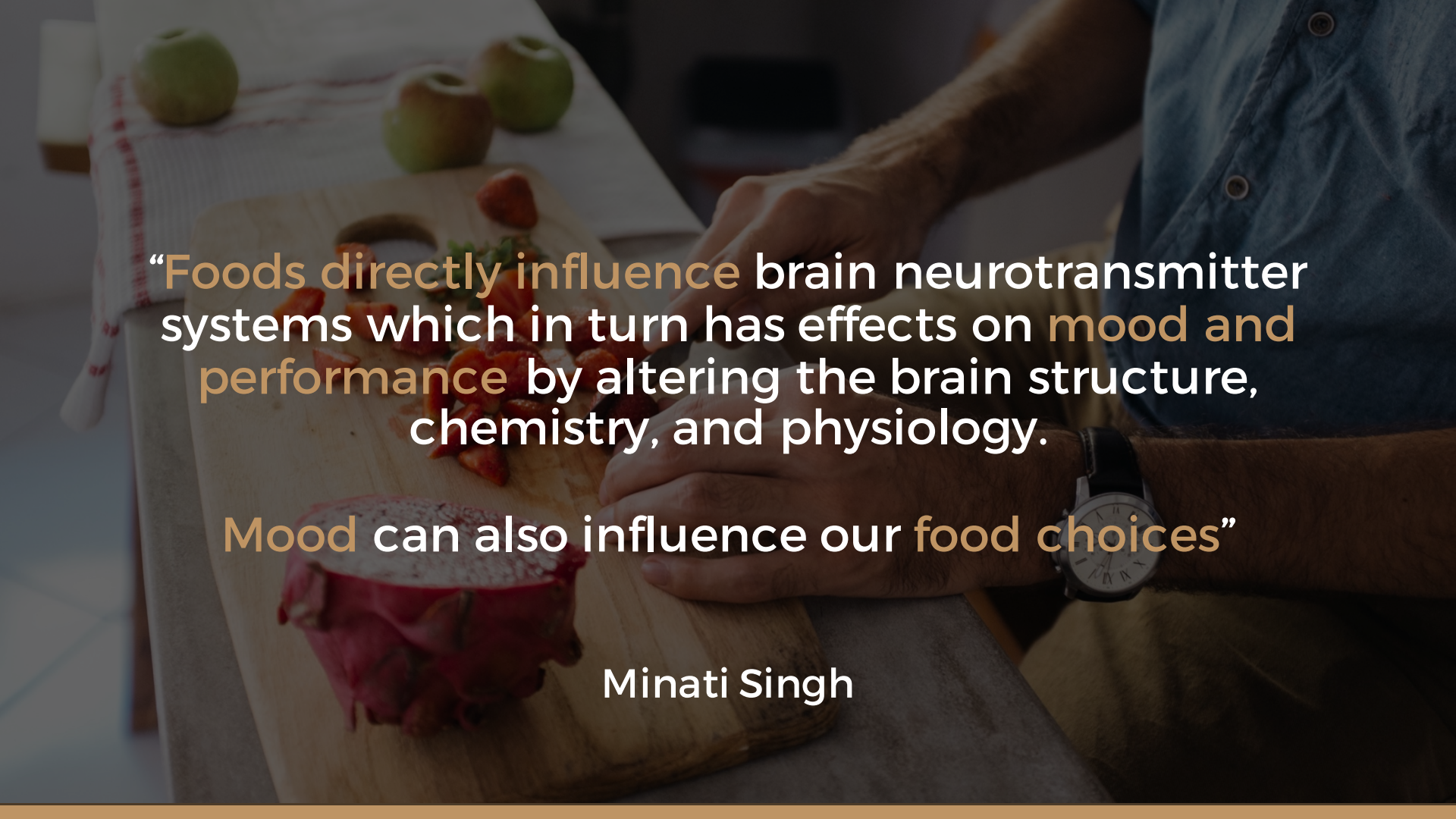
K. Anders Ericsson



“Diet, exercise and other aspects of our daily interaction with the environment have the potential to alter our brain health and mental function.

We now know that particular nutrients influence cognition by acting on molecular systems or cellular processes that are vital for maintaining cognitive function.”

Fernando Gómez-Pinilla



“Foods directly influence brain neurotransmitter systems which in turn has effects on mood and performance by altering the brain structure, chemistry, and physiology.

Mood can also influence our food choices”

Minati Singh



“Maximizing an individual’s cardiorespiratory fitness may be an important therapeutic target to achieving visuospatial cognition and attention benefits.”

Vidoni et al. 2015



Achieving success, and remaining at the top, requires more than just blind passion and hard work.

Core: Inside out.





A strong **identity**
is the foundation
that guides our
purpose and
enables us to
maintain **control**
in life.



We have to make **an effort** to
achieve our goals,

have **commitment** to stick to
our plans,

and be ready make
compromises and sacrifices
along the way,

but also to understand
what is not worth giving up.

A person wearing a dark winter jacket and a striped knit hat is seen from behind, with their arms raised in a celebratory gesture. They are standing on a vast, snow-covered mountain range under a clear blue sky. The scene conveys a sense of achievement and triumph.

True success is not a one off
peak achievement.

It's about doing small things
consistently well.