

SLEEP FOR SUCCESS

**Everything you must
know about sleep, but
are too tired to ask!**

- **Most of us are sleep deprived, causing reduced concentration, lowered productivity, poorer quality of work and athletic performance. We also experience an increase in moodiness, stress, accidents, and illness. Our well-being and quality of life is significantly compromised.**
- **Several leading Fortune 500 companies, educational institutions, as well as sports teams and athletic franchises, are learning that it is neither “macho” nor smart to operate on less than the required amount of sleep; in fact, recent medical research proves that sleep deprivation literally “makes you stupid, clumsy, stressed out, unhealthy and will shorten your life.”**

To be a peak performer at school, at work and play, you need to be fully alert, dynamic, energetic, in a good mood, and cognitively sharp. You must be able to concentrate, remember, have great reaction time, make critical and creative decisions, communicate persuasively, be productive all day long and be healthy. None of this is possible without quality sleep. Furthermore, quality sleep has been proven to be the single most important determinant in predicting longevity. It's more influential than diet, exercise or heredity-but our modern culture has become a study in sleep deprivation. We must learn to value sleep, yet most of us know little about the incredibly varied activity that occurs during the course of each night, and how it affects health, happiness and academic, on-the-job and athletic performance.

This multi-media keynote presentation consistently receives standing ovations and highest accolades for “great take-away value” from corporate, association, professional, academic, athletic and general/family audiences. Dr. Maas explores the importance of sleep, focusing on such questions as:

- Why are most people are sleep deprived and what are the serious consequences for thinking, performance, health and lifespan? Are their gender differences in the ability to get good sleep?
- What are the four different stages of nocturnal sleep and how important are they to daytime functioning?
- What does recent brain imagery (fMRI's) research on thinking, performance and athleticism show that proves the need for maximum sleep each night?
- How can you accurately measure at home the amount and quality of your sleep?
- How can you conquer jet lag?
- How does using electronic devices within an hour of bedtime degrade sleep?
- How can you increase your athletic performance overnight?
- What are the guidelines for effective napping?
- What causes insomnia? What's available to help you sleep better and longer?
- How do you establish a great bedroom environment for maximum sleep quality?
- What are the three golden rules and ten sleep strategies that will assure you a great night's sleep?

The information provided in this presentation will increase your daytime alertness, psychological mood, productivity, creativity, athletic prowess, general health and, most definitely, your quality of life.