

The Secret Key to Wellness

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

- ▶ **Most of us are at least moderately sleep deprived, causing lowered immunity to disease, reduced concentration, lowered productivity, poorer quality of work and even athletic performance. We also experience an increase in moodiness, stress, vehicle accidents, and mental and physical illness. Our well-being and quality of life is significantly compromised.**
- ▶ **Several leading Fortune 500 companies, associations, educational institutions, as well as 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, unduly stressed, unhealthy and will shorten your life.”**

To be a peak performer in school, at work, in the home and as an athlete, 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. 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 all aspects of performance and productivity.

This multi-media and interactive keynote presentation (live or via zoom) 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 most people are sleep deprived and what are the serious deleterious consequences for thinking, performance, mood, vehicle accidents, health and lifespan?
- What are the four different stages of sleep we must experience every night and how important are they to daytime functioning?
- What does recent brain imagery (fMRI’s) research on thinking, performance, accidents 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 shift work issues, travel fatigue and jet lag?
- How does using electronic devices within an hour of bedtime degrade sleep?
- How can you increase your athletic performance overnight?
- What is the importance of and tips 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 golden rules and sleep strategies that will assure you of a great night's sleep?

The take-away information and audience involvement provided in this highly entertaining, yet important presentation will increase your immunity to viral infection, risk of heart attacks, strokes, Type 2 Diabetes, obesity and cancer. It will also enhance daytime alertness, decrease accidents, improve psychological mood, productivity, creativity, critical thinking, athletic prowess, general health and most definitely your quality of life and lifespan.