

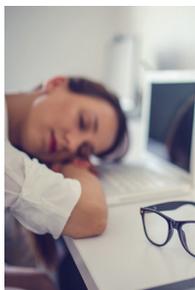
# SLEEP

## A VITAL COMPONENT TO OPTIMIZE HUMAN CAPITAL

**Sleep is an employee asset, with an ROI that can be leveraged to benefit both employer and employee. Sleep wellness offers an often, overlooked competitive advantage for corporate leaders focusing on their bottom line.**

As the demands on the global workforce increasingly stretch the boundaries of employee work hours and performance our sleep needs to be re-prioritized. How employees sleep directly impacts their productivity, performance and health, creating a risk management consideration demanding attention.

Research confirms that sleep impacts how employees function at work on virtually all levels. When employees are sleep deprived, they may exhibit impairment of cognitive and logical reasoning skills, poor judgment, compromised decision making, and diminished ability to communicate and/or process information. Employers are paying for approximately eight unproductive work days annually per sleep deprived employee. Additionally, employers are burdened with increased health care costs for employees with insufficient sleep and untreated sleep disorders.



**CIRCADIAN<sup>®</sup> Corporate Sleep Programs are customized educational and training programs designed to optimize employee productivity through sustainable sleep improvement.**



### OVERVIEW OF OUR SERVICES:

#### Program Design:

- Assess corporate culture, goals, strategic needs & optimal program delivery
- Customize program scope to optimize corporate goals within specified timetable & budget
- Provide in-person, virtual and/or Train-the-Trainer educational and training programs
- Incorporate data collection and metrics if desired

#### Deliverables:

- Keynote presentation(s) and/or workshop(s) designed to provide basic sleep science and sleep improvement strategies
- Sleep Improvement Program to empower employees to self-manage strategies for sustainable sleep improvement; a (print or digital) workbook to accompany the 4-week program is included
- Resource lists with sleep enhancement tools & literature to support sustainable sleep improvement

Leaders who realize the high organizational costs due to insufficient sleep and take steps to mitigate the impact on their human capital are rewarded with optimization of their workforce and a richer bottom line.

While management cannot mandate employee sleep behaviors, they can encourage healthy sleep habits by providing sleep education and training to promote sustainable sleep improvement. It's more than a perk, it's good for your company's bottom line.



**A good day  
starts with a  
good night's  
sleep.**



## **CIRCADIAN®**

Founded in 1983, CIRCADIAN is the global expert in providing 24/7 workforce performance and safety solutions for businesses that operate around the clock. CIRCADIAN has worked with over half of the Fortune 500 companies, optimizing employee performance and reducing the inherent risks and costs of extended work hours operations.

### **CIRCADIAN® Corporate Sleep Programs**

CIRCADIAN recognizes that sleep is integral to optimizing human capital and that sleep is a risk management issue that impacts all employees, regardless of the hours they work. Recognized sleep expert Nancy H. Rothstein, MBA, directs CIRCADIAN Corporate Sleep Programs. Ms. Rothstein serves as a member of the Sleep Disorders Research Advisory Board for the National Institutes of Health and has developed and taught an online course on sleep wellness at New York University. As The Sleep Ambassador® and Director of CIRCADIAN Corporate Sleep Programs, Ms. Rothstein is dedicated to developing and delivering programs designed to achieve sustainable sleep improvement for all employees.

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