

The productivity problem

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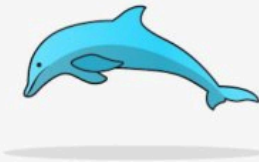
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Framing the productivity problem



Psychologist Dr. Michael Breus' chronotypes: Genetically driven internal clock rhythms

DOLPHIN



Dolphins are light sleepers, who are often diagnosed with insomnia.

LION



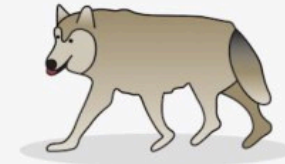
Lions tend to wake up early with lots of energy. By early evening, they're exhausted.

BEAR



Bears' internal clocks track the rise & fall of the sun. They need a full 8 hours of sleep a night.

WOLF



Wolves have a hard time waking up early and are most energetic in the evenings.

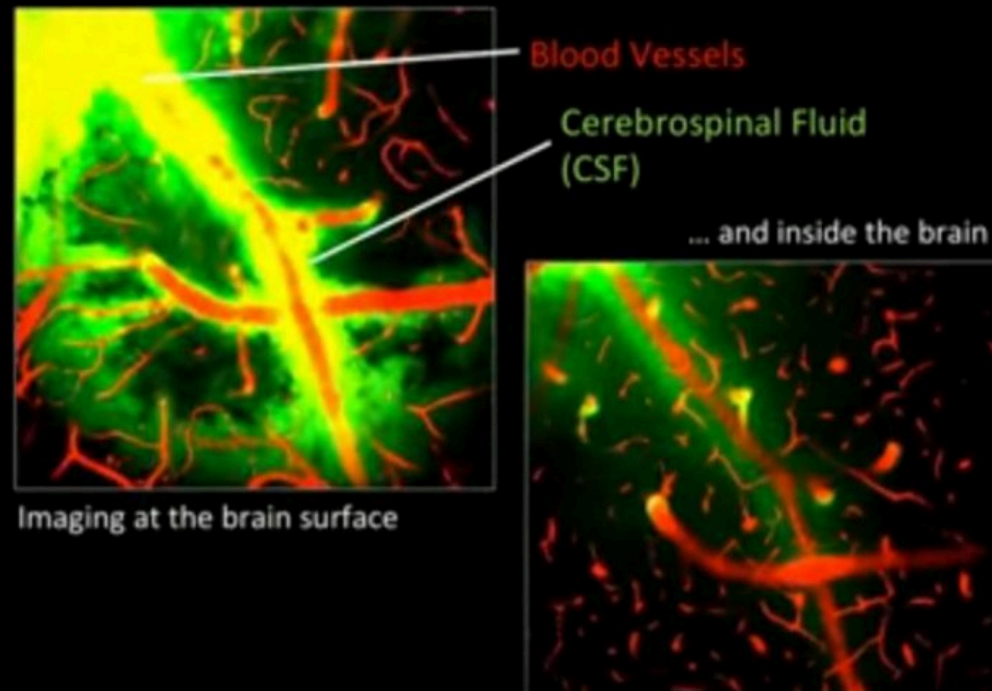
The realities of undersleep

"Sleep is the single most effective thing
you can do to reset your brain and body."

Matthew Walker, Professor of Neuroscience, University of California

Less than 3% of the population can sleep six or fewer hours each night without a performance drop-off.

The brain, quite literally, clears itself while you sleep.



Shortchanging sleep can compromise nearly every major body system, from the brain, to the heart, to the immune system.

Sleep deprivation is a catalyst for:

- Learning and memory impairment
- Diabetes
- Dementia
- Depression
- Stroke
- Heart disease
- Cancer
- ...

The realities of overwork

Adding more hours to the workday does not correlate with higher productivity.

Managers can't tell the difference
between staff really working 80 hours,
and those pretending to.

Employee burnout is responsible for up
to 50% of all attrition.

Fixing the productivity problem

Aetna pays workers \$500 a year for sleeping at least 7 hours each night.

Amazon's CEO, Jeff Bezos, says that getting 8 hours of sleep is good for Amazon shareholders.

Employees of Basecamp work 32-hour weeks for 6 months of the year.

- 1 Eye on the results, not the clock.
- 2 Turn off your alarm.
- 3 Work when inspiration strikes.
- 4 Never stop learning.
- 5 Work where you want.

Skella & Co

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