

TIER 03 · HEALTH ADVISORY BOARD

Tier 03 · Dr. Rebecca Robbins

Sleep as Performance Infrastructure

Sleep is not a productivity tax — it is the infrastructure on which every other performance input runs. Drawing on her work at Harvard Medical School and Brigham and Women's Hospital, Dr. Robbins lays out the science of sleep, the cost of getting it wrong, and the protocols that make it programmable.

KEY TAKEAWAYS

- 01** Sleep architecture: REM, deep, and the cycles that drive recovery
- 02** The cognitive and decision-making cost of chronic sleep debt
- 03** The five evidence-based protocols that move sleep quality the most
- 04** Why 'I'll sleep when I'm dead' is the most expensive belief in business
- 05** How organizations inadvertently undermine sleep — and what to change
- 06** What every executive should know about sleep apnea and screening

AUDIENCE

Executive cohorts, sales leaders, founders, anyone whose decision quality matters.

FORMATS

- 45-min keynote
- 60-min keynote + Q&A
- Half-day intensive paired with Recovery as Adaptation (Tier 02)

SAMPLE AGENDA

- 0–10 min — Sleep as infrastructure
- 10–30 min — Sleep architecture
- 30–55 min — The cost of sleep debt
- 55–75 min — The five protocols
- 75–80 min — Q&A

SLIDE OUTLINE

- Slide 1 — Infrastructure, not tax
- Slide 2 — REM, deep, and the cycles
- Slide 3 — Cognitive cost of debt
- Slide 4 — The five protocols
- Slide 5 — Workplace sleep antagonists
- Slide 6 — Sleep apnea and screening

SPEAKER POOL

Dr. Rebecca Robbins.