

TIER 03 · HEALTH ADVISORY BOARD

Tier 03 · Dr. Rebecca Robbins

The Sleep Myths That Cost Companies Millions

Most workplace sleep beliefs are myths. 'You can catch up on weekends.' 'You'll adjust to less.' 'Coffee fixes it.' Dr. Robbins systematically dismantles the most expensive sleep myths in business — and replaces them with evidence-based reality.

KEY TAKEAWAYS

- 01** The five most expensive sleep myths in modern business
- 02** What 'catch-up sleep' actually does — and what it doesn't
- 03** Why caffeine masks rather than solves sleep debt
- 04** The travel and shift-work realities most leaders rationalize away
- 05** How to talk to high performers about sleep without seeming preachy
- 06** What every leader should change in the next 30 days

AUDIENCE

Executive cohorts, sales leaders, organizations with heavy travel or shift work.

FORMATS

- 45-min keynote
- 60-min keynote + Q&A

SAMPLE AGENDA

- 0–10 min — Why sleep myths persist
- 10–35 min — The five most expensive myths
- 35–55 min — Travel and shift-work realities
- 55–75 min — The 30-day leadership change
- 75–80 min — Q&A

SLIDE OUTLINE

- Slide 1 — Myths persist because they're convenient
- Slide 2 — The five expensive myths
- Slide 3 — Catch-up sleep reality
- Slide 4 — Caffeine as mask
- Slide 5 — Travel and shift work
- Slide 6 — The 30-day change

SPEAKER POOL

Dr. Rebecca Robbins.