

CALM MINDS SLEEP RECOVERY WORKSHOP DAY - Friday 10th November 2017

For 18 years I have been in the sleep industry, seeing it progress from salesmen in cars to the booming online franchise it is today. One thing which has remained a constant, is the lack of education surrounding sleep and the impact it has on your performance, both in sport and daily life.

My clients, whether elite in their sport or in business, are coached using my R90 Technique, which includes 7 Key Sleep Recovery Indicators aimed at maximizing your ability to recover. One of those, is sleeping in cycles.

In today's frantic, 24/7 world, where 'snoozing is losing' and resting is perceived as weak, a lifestyle driven with caffeine, stimulants and sleeping pills is common amongst us. With early mornings and late nights, how are we supposed to fit in a solid 8 hours of sleep? I have a refreshing truth for you... You don't.

One cycle lasts 90 mins, and I recommend you get 35 a week. An average night will have 5 back to back cycles, lasting 7.5 hours, allowing you to fall in to each of the sleep stages multiple times. I describe this in my book SLEEP as walking down a staircase. I recommend keeping a constant wake time, however, you don't need to get 5 cycles every single night.

Adopting a polyphasic approach (shorter periods more often), every day rather than the norm and unnatural monophasic approach (one block nocturnally), takes the pressure off. As humans it's difficult for us to do one thing for 8 hours, with no breaks or disruptions. That goes for sleep too. You'll overheat, need to use the bathroom, toss and turn and by default reduce [SLEEP] recovery quality.

If you can only get 4 ninety minute cycles (6 hours) in a night, take another shorter 30/20/15 minute one between 12pm and 2:00pm or between 5:00pm and 7:00pm. A much smarter recovery approach to everyday life.

Life can throw an unexpected party invitation at us, an early morning networking breakfast, or a few children who decide the rules on when you can sleep. Night shift workers, medical staff, pilots and those in the rescue services don't follow the 9-5 routine. Sleeping in cycles gives you the freedom to be who you are, whilst performing at your personal best.

I founded sportsleepcoach.com and the game changing R90 Recovery Technique & SleepKit product range to re-educate the importance of sleep and redefine our approach. So, before you step into a showroom, buy a new pillow, fall for the marketing... before you do anything, educate yourself.

On the day, we will uncover or explore

- How I became the world's first ever sleep coach
- Humans don't just sleep at night – The Myths of 8 hours
- The Key Sleep Recovery Indicators – The 7 KSRI's applied
- Case Study – Building a redefined approach for you and all
- Building a Sleepkit – How to select products – Environment Check – Bio Hacks