



Sleep Better Live Better

Why should you prioritise having a well-rested workforce?

A substantial body of research shows that sleep is a critical component of employee well-being and an integral part of every company's bottom line.

In our 21st century, globalised fast-paced, high-stakes "always on" culture, demands on the workforce increasingly stretch employees' boundaries. Something has to give, and usually, that something is the quality and quantity of employees' sleep.

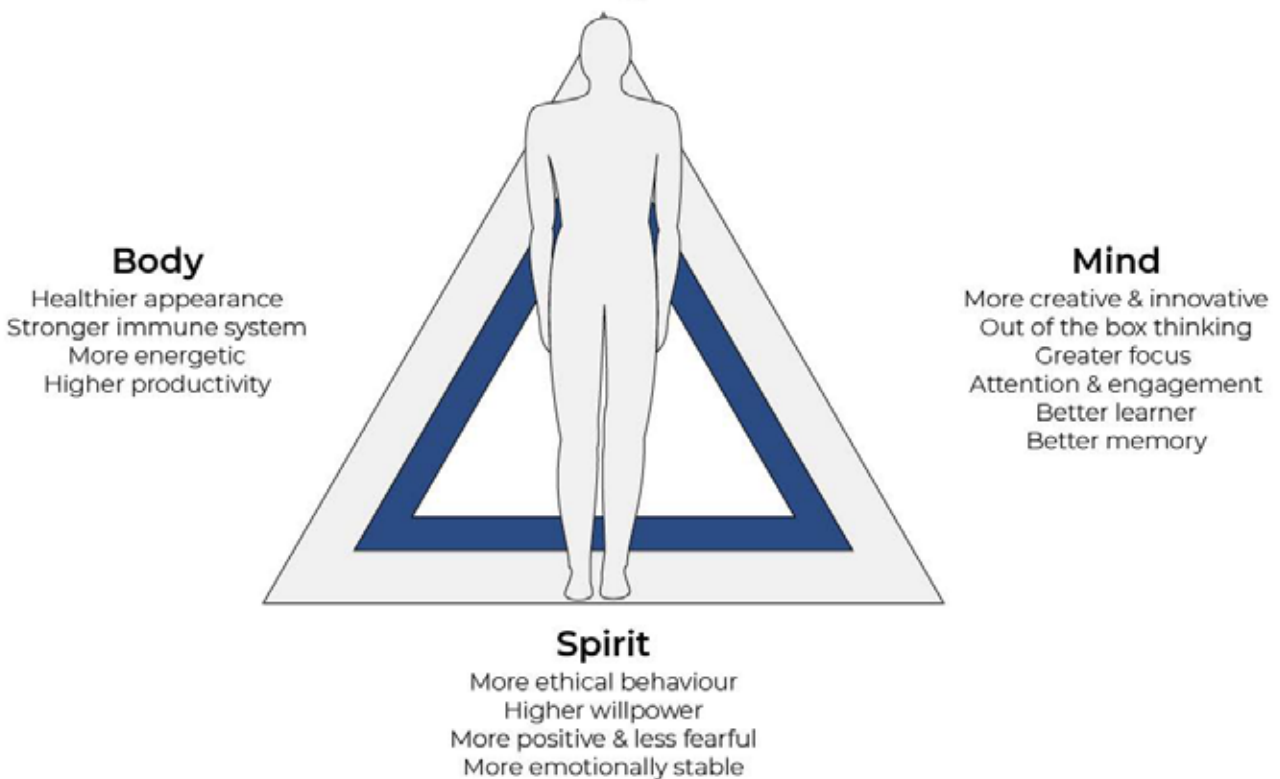
How an employee sleeps directly impacts on their performance and productivity in the workplace, as well as their health, happiness and overall well-being.

Research shows that poor sleep quality has clear links to poor mental and physical health and increased risk for adverse performance, however, it's not just about considering what is lost, but also what might be missed out on by employees not getting enough high-quality sleep.

Despite the fact that a lot of time, attention and financial resources are spent on up-skilling the workforce, many organisations overlook one of the most powerful ways to gain a competitive advantage - by providing the necessary education and training that allows their workforce to rest well.

Ultimately, having a sleep-deprived workforce undermines productivity and presents a huge missed opportunity for employee performance and innovation - factors that provide companies with a competitive edge and the ability to disrupt the market.

Benefits of Being Well-Rested



WHAT ARE SLEEP DEPRIVED EMPLOYEES COSTING YOUR WORKPLACE?

- **Cognitive impairment** - ability to concentrate, learn, retain and process information is greatly diminished (Walker, 2017).
- **Poor judgement and compromised decision-making** - individuals are more likely to carry out unethical behaviour (Budnick et al. 2016).
- **Emotional instability** - linked to interpersonal conflict and increased risk of individuals' suffering poor mental health (Philips et al. 2017).
- **Absenteeism and presenteeism** - higher rates of illness and lower levels of engagement and productivity whilst at work (Gingerich et al. 2017)
- **Errors and accidents** - increased risk of rework required due to errors, more workplace accidents and injuries (Uehli et al. 2014).
- **Chronic health issues** - contributes to concerns including pain, obesity, heart disease, diabetes, cancer, dementia and Alzheimer's (Leggett et al. 2017; Wennberg et al. 2017).



The evidence is clear that happy, healthy and successful organisations are built on a good night's sleep.

RAND Europe (2016) reported that sleep deprived workforces cost the UK economy £40.2B yearly in lost productivity. This is estimated to rise to £47B by 2030 if trends continue.

There is immense, untapped and unappreciated power in cultivating a 'sleep-first' culture within your organisation.

Daniel White (MSc, ANutr, FMCHC) is a Registered Nutritionist, Functional Medicine Certified Health Coach and Sleep Specialist with extensive experience in the fields of nutrition, psychology, stress management, health education and behaviour change.

In 2020, he launched Sleep Better Live Better, an online educational platform where Daniel teaches busy professionals everything they need to know to wake up feeling energised, refreshed and fully alive.

His online sleep training programmes are tailored to suit each demographics, goals and budget of each of his corporate clients.



Why Daniel created the Sleep Better Live Better Programme

Through his first-hand experience delivering a range of corporate wellbeing initiatives, Daniel quickly recognised that quality sleep and recovery are two of the most critical factors determining employee health, well-being and performance.

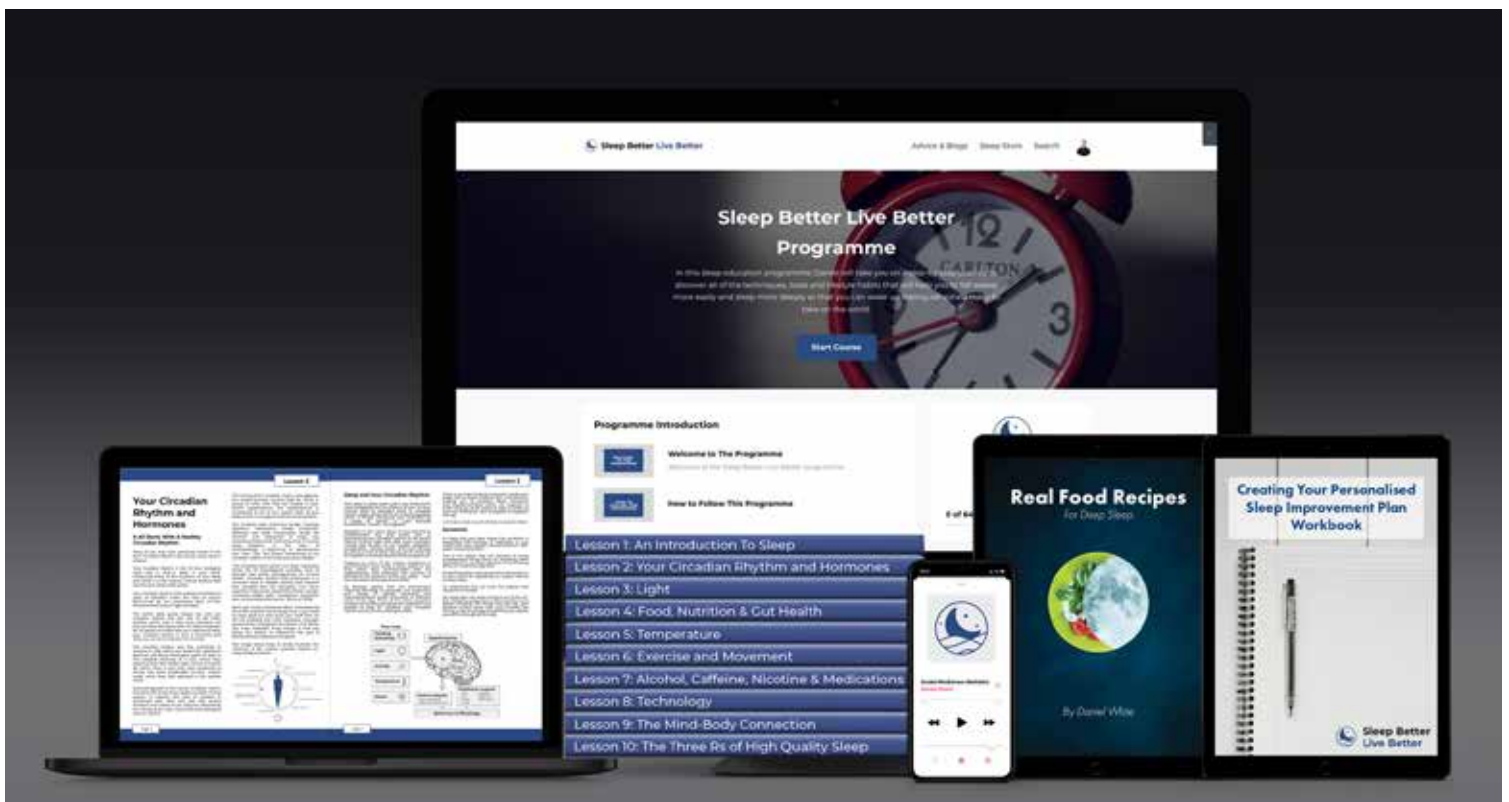
Daniel designed the Sleep Better Live Better Programme to provide education, training, tools and solutions to help each organisation's employees improve performance and productivity, whilst reducing the health risks and bottom line costs associated with sleep deprivation, fatigue and poor mental well-being.

Through a unique combination of consulting expertise, interactive and engaging workshops, and contemporary evidence-based practical written and video educational materials all delivered via an easily accessible online learning platform, Daniel is able to support the unique needs of modern global organisations.

Organisations may also request additional online or in-house workshops and clinics that provide professional health coaching services and continued support to those individuals identified as suffering from ongoing sleep or health difficulties.

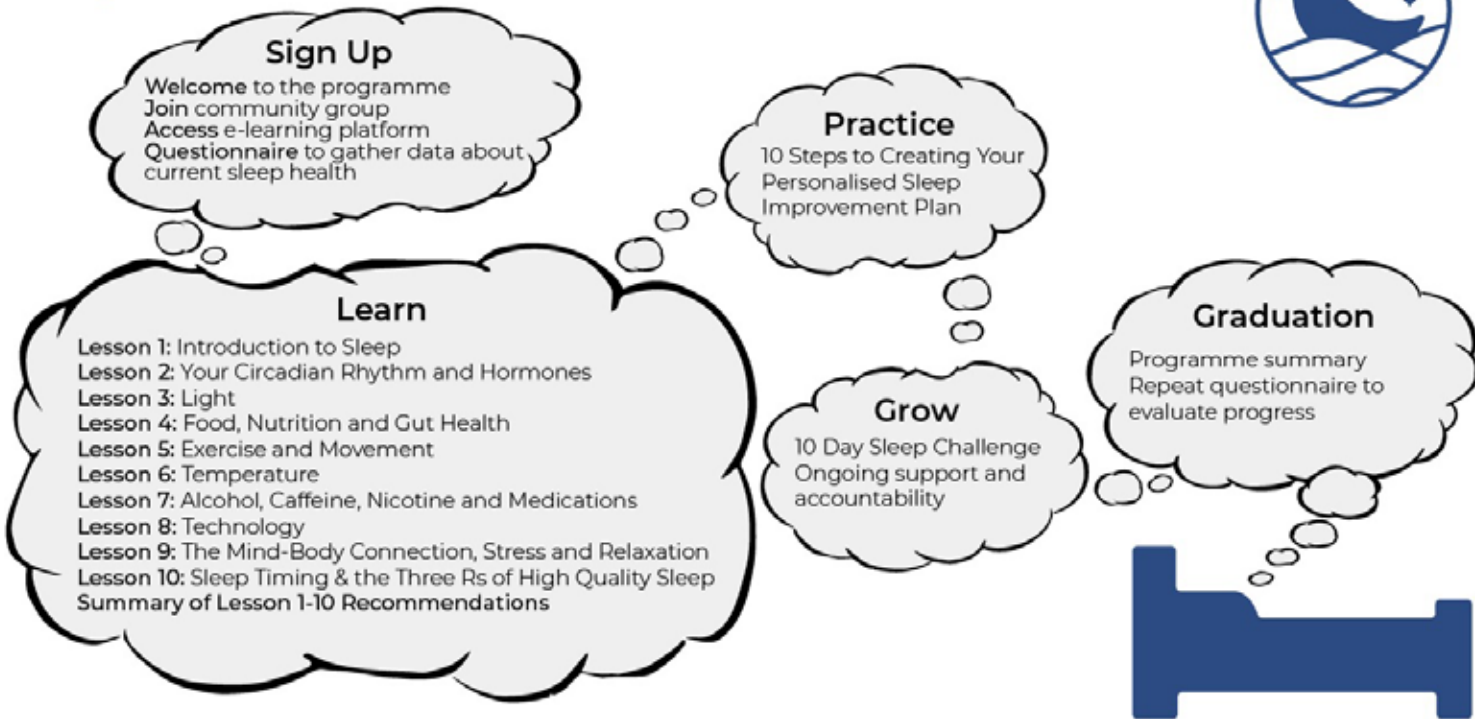
His signature self-study programme is split into three core sections that have been designed to provide the necessary learning, practice and accountability to create and establish new lifestyle habits that can improve sleep quality resulting in happier, healthier, higher performing and more productive employees.

24/7 accessibility to his online library of practical tools and educational resources ensures that employees are empowered to self-pace their learning of knowledge and real-world strategies that support sustainable and long-term improvements to sleep health.



Sleep Better Live Better

Programme Overview



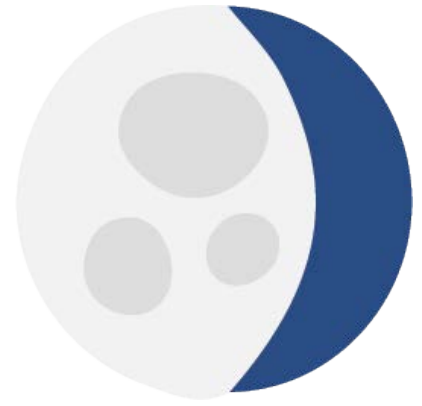
Learn

The learn section includes 10 educational lessons containing downloadable written and video resources that will teach participants the basics of sleep science, and introduce them to the practical tools and techniques that will allow them to achieve deeper and more restful sleep.



Practice

The practise section guides participants to create a personalised 10 step sleep improvement plan. This structured plan is designed to support them in continuing to clarify, build upon, practice and repeat all of the new sleep behaviours and positive lifestyle habits that they'll be developing.



Grow

The grow section engages participants in the 10 Day Sleep Challenge, where they'll implement their personalised plan and receive support and accountability to overcome any barriers to change. This ensures that new habits can become embedded and are sustained far into the future.

HEAR WHAT DANIEL'S CLIENTS ARE SAYING

"At Healthspan, we are serious about employee health and wellness and often explore non-traditional approaches for our employee initiatives. In 2019, we partnered up with Daniel to roll out the "Sleep Better Live Better Programme" for an employee health group. This helped to educate employees on the importance of good quality sleep hygiene and how to make adjustments in order to improve how they feel. Based on the positive feedback received from the group and individuals who had one-to-ones with Daniel, we have planned to work with him again in 2020 to build upon this valued partnership. It's incredible how the knowledge that Dan shared helped to make such a difference to mindset, overall health and physiology."

- Tammy Lodge, Head of HR at Healthspan

"Daniel was recommended to us to present sessions to our staff on Sleep Health. We engaged with Daniel as part of our new wellbeing programme and he was professional, friendly and helpful from the off. Even though COVID prevented us from providing in the office, Daniel was able to present his sessions virtually, with ease and with clear visuals. Daniel's style is relaxing (excuse the pun), interesting, engaging and he is incredibly knowledgeable on his subject! Everyone thoroughly enjoyed the sessions and I wouldn't hesitate to recommend him."

- Viv Roussel, Head of HR at Aon

"After years of broken sleep, I can honestly say that this sleep programme has changed my life. Daniel has cleverly delivered simple, practical and easy to follow steps that can be implemented into any lifestyle. As a consequence, the quality and duration of my sleep have improved immeasurably. There are no gimmicks, just solutions. If you want to start sleeping better, you need this programme!"

- Claudia Ridgwell

"Daniel's programme is the perfect level of practical and scientific information to help you make informed decisions about how to improve your sleep. I'm happier, more energetic and more effective now that I'm managing to get better quality sleep because of everything I've learnt and the changes I've made!"

- Marg Concannon

"I've always looked after my health and fitness, but when I wanted some help with my sleep I turned to Daniel's programme due to his knowledge and professionalism in this field. I implemented all of the advice and knowledge I learned, and the results were almost immediate. My sleep quality has completely transformed and I now wake up feeling refreshed and ready to take on the world."

- Yves Lenormand

PROGRAMME PRICING AND DELIVERY

Online Programme Features:

- Lifetime access to the Sleep Better Live Better programme (accessible 24/7 via an easy to navigate online learning platform), including a step-by-step structured 10 module curriculum compassing over 60 short educational videos and 100 pages of core written text and a 20 page workbook that guides participants to create and implement their personalised sleep improvement plan.
- Membership in a private community group where they can ask questions, receive direct feedback and gain and support throughout the programme.
- Additional resources including Daniel's Real Food Recipes for Deep Sleep eBook, 4 downloadable guided mindfulness meditation MP3 tracks by Samata Russell, a sleep products and nutritional supplement lists and further practical sleep resources.

Online Programme Pricing:

Regular programme access for individuals is available at £246. Several discounted corporate and group pricing options are available. To discuss bespoke options contact Daniel (dan@danielwhitehealth.com).

- 2 - 4 participants £119 per person
- 5 - 9 participants £109 per person
- 10 - 19 participants £99 per person
- 20 - 29 participants £89 per person
- 30-49 participants £79 per person
- 50+ participants £69 per person

Optional bespoke features (priced on a case-by-case basis):

- **Interactive training workshops** - Daniel is able to deliver sleep education and training workshops that designed to create awareness and inform employees about the science of sleep, circadian rhythms and their importance for health. A range of workshops are available spanning 30, 45 and 60 minutes length. Workshops can support participation in the Sleep Better Live Better programme or act as one-off introductions to the topic of sleep health.
- **The Sleep Assessment** - a confidential online survey, provides a data-driven record of your employees current sleep habits and their progress through the programme, as well as helping to identify those individuals who are experiencing severe sleep difficulties.
- **Corporate coaching services** - organisations may request online or in-house 1-1 and group clinics providing professional nutrition and functional medicine health coaching services for individuals who are identified as suffering from ongoing sleep or health difficulties.



British Sleep Society
UK Multidisciplinary Sleep Professionals