



Sleep Soundly

What is sleep?

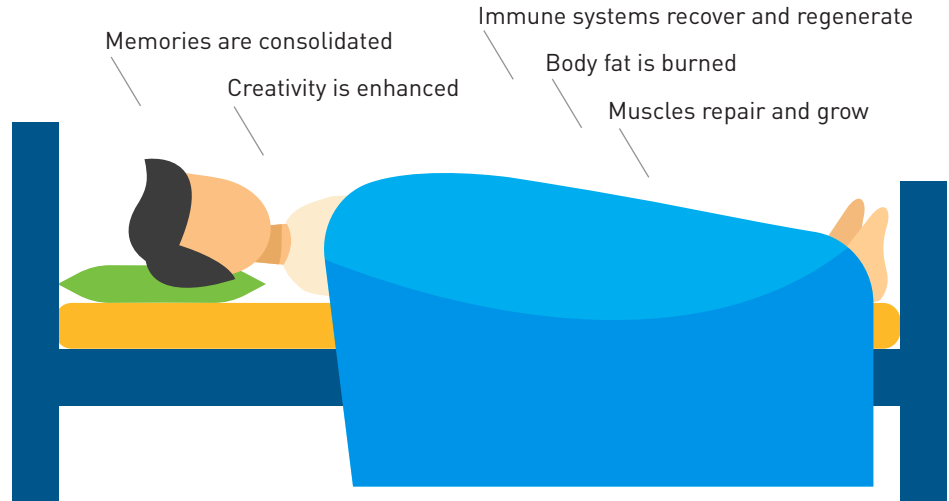
Sleep is not a passive process. Yes, activity in our brain's cortex reduces by 40% when we're asleep. But while you are sleeping there is still a lot going on that helps you recover, restore and rebuild your body and brain.



“Pulling all-nighters isn’t a badge of honour. It’s the enemy of intelligence, patience and creativity.”

– Jason Fried, Founder of Basecamp.

The Power of Sleep



The 7 Keys to Sleeping Soundly



Key #1:
Save your caffeine
for the morning



Key #2:
No screens one
hour before bedtime



Key #3:
Keep your sleep
cave dark



Key #4:
Be
cool



Key #5:
Sleep 7-8 hours
each night



Key #6:
Happy (15-minute
power) napping!



Key #7:
Don't hit the
snooze button

Sleep Soundly to Perform Better

The main stages of sleep – NREM and REM – have different effects on our ability to perform. NREM sleep is when we encode memories and learn. The second half of the night, when we are in REM sleep, is when we encode procedural memories like how to perform a new physical skill or mental process. It is also when we do subconscious creative problem solving. The fact that different aspects of recovery, regeneration, learning and creativity happen during different parts of sleep means that getting enough sleep is of utmost importance for those who want to consistently perform at their best.

National Sleep Federation Sleep Time Recommendations:

Development Stage	Age	Recommended hours of sleep
Newborns	0-3 months	14 - 17
Infants	4-11 months	12 - 15
Toddlers	1-2 years	11 - 14
Preschoolers	3-5 years	10 - 13
School-aged children	6-13 years	9 - 11
Teenagers	14-17 years	8 - 10
Young adults	18-25 years	7 - 9
Adults	26-64 years	7 - 9
Older adults	→64 years	7 - 8