

Transform Your Sleep, Transform Your Life

With Doron Lazarus

EXECUTIVE



Sleep Consulting

The Rabbi and the Busdriver





“If a man had as many ideas during the day as he does when he has insomnia, he’d make a fortune.” — Griff Niblack



You Snooze You Win

- **Maintain optimal energy**
- **High performing mental prowess**
- **Balanced mood and emotional response**
- **Physical health and immunity**
- **Cycle of diet and exercise**



"I prioritize it," Bezos said of sleep. "I think better. I have more energy. My mood is better." "As a senior executive, you get paid to make a small number of high-quality decisions," he said. "Your job is not to make thousands of decisions every day. Is that really worth it if the quality of those decisions might be lower because you're tired or grouchy?"



Sleep is as Unique as You Are

- **How much sleep you need**
- **When to go to bed and wake up**
- **Napping and caffeine**
- **Goldilocks**
- **Understanding what makes your sleep cycle tick.**

I don't want to sleep like a
baby.

I just want to sleep
like my husband.



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user card



Top Sleep Issues

- **Hard time falling asleep**
- **Frequent and prolonged waking**
- **General exhaustion**
- **Snoring and apnea**
- **Nightmares and paralysis**





Clutch Sleep Mistakes

- **Sleeping Pills and other products**
- **Technology and stress**
- **Lack of sleep awareness**
- **Improper breathing**
- **Missing the window and forced sleep**

HOW WELL I SLEEP





Great Sleep Hygiene

- **Bedroom is a sleep sanctuary**
- **Give technology a break**
- **Consistent bedtime and wake-up**
- **Rest not digest**
- **Caffeine and exercise**

I HAD A HARD
TIME HIBERNATING.
MY PHONE KEPT
GOING OFF.





Complex Cases

- **What's really bothering you?**
- **Negative link of home or bedroom**
- **Shift work**
- **Hormone imbalance**
- **Removing negative labels**



Case Studies

- **Case 1: Friday Night Insomnia**
- **Case 2: No Permission to Sleep**
- **Case 3: Case of the Imposter**
- **Case 4: Cockroaches in the Bedroom**
- **Case 5: Covid, Babies, Pesach and Boom**