

ELEVATE 

SLEEP OPTIMISATION

SLEEP OPTIMISATION

The Executive Sleep Paradox.

You run on meetings, flights, deadlines, and responsibility.

But sleep?

That's your edge, not your enemy.

High performers often sacrifice sleep for output, but the real cost shows up in slower decision-making, emotional reactivity, and reduced resilience.

This guide gives you a competitive system for reclaiming deep, restorative sleep without needing to overhaul your life.



Gavin Walsh

Head Coach

Sleep is Your Advantage

- Boosts strategic thinking and executive function
- Increases resilience to stress and cognitive fatigue
- Enhances recovery, immunity, and mood stability
- Improves metabolic health, hormone balance, and body composition

Sleep isn't passive, it's performance insurance.

The Cost of Poor Sleep

- 1 night of <6 hours = 25–30% drop in working memory
- Chronic undersleeping increases risk aversion and emotional volatility
- Sleep debt skews judgment and reduces leadership presence

Performance vs. Time Trade-off Myths

Busy execs think more hours = more productivity. The truth?

You lose more to brain fog, distraction, and poor decisions than you gain from extra hours.

Well-slept leaders make faster, higher-leverage choices and recover faster from stress.

Your Executive Sleep Profile

Sleep Chronotype Assessment

Are you a morning lion or a night wolf? Knowing this helps you time key work and sleep windows.

- **Tools:** [Chronotype quiz](#) – Sleepolysis.

Sleep Need Calculation

Most executives need 7.5–8.5 hours of actual sleep, not just “bedtime.” Start with a sleep diary or tracking device (Whoop, Oura, Apple Watch) to understand your real average.

Sleep Debt Estimation

Missing 1 hour per night for a week = 7 hours of cognitive and physical underperformance.

Build awareness and create a payback plan (see: Recovery Protocols).

Environmental Optimisation

Temperature Control Strategies

- Ideal sleep temp: 16–18°C
- Use fans, cooling mattress pads, or light bedding

Light Management Techniques

- Block blue light 60–90 mins before bed
- Use blackout curtains or sleep masks
- Daylight exposure within 30 mins of waking = better melatonin at night

Sound Optimisation Approaches

- White noise or pink noise apps
- Foam earplugs or Bose Sleepbuds if traveling

Hotel Room Adaptation Protocol

- Pack eye mask, earplugs, magnesium
- Use towels to block light under doors
- Turn off standby lights (TVs, alarms)

Pre-Sleep Routine Engineering

90-Minute Wind-Down Protocol

- **First 30:** digital sunset (screens off or filtered)
- **Next 30:** body wind-down (light stretching, hot shower, magnesium)
- **Final 30:** mind decompression (reading, journaling, breathwork)

Digital Sunset Implementation

- Use apps like f.lux, Iris, or Night Shift
- No emails, social media, or doomscrolling past 9pm

Cognitive Decompression Techniques

- Braindump journal
- Box breathing or 4-7-8 breathwork
- Light fiction or gratitude journaling

Physical Preparation Practices

- Magnesium glycinate
- Gentle mobility/stretch
- Avoid workouts within 2 hours of bed

Travel Sleep Strategies

Pre-Travel Sleep Banking

- Get 8.5–9 hours of sleep for 2–3 nights before long-haul travel
- This buffers against early sleep debt

In-Flight Sleep Optimisation

- Use eye mask, neck support, noise-cancelling headphones
- Magnesium and/or low-dose melatonin (0.5–1mg for eastward travel)
- Stay hydrated, avoid alcohol and caffeine

Hotel Arrival Protocol

- Expose to daylight ASAP
- Walk/stretch to reset posture and circulation
- First meal = anchor meal (protein + veg, avoid sugar)
- Strategic sleep: stay awake until local bedtime

Jet Lag Minimization Techniques

- Adjust bedtime by 15–30 mins for 3–4 days pre-travel
- Use light cues, food timing, and melatonin

Recovery Sleep Protocols

Post-Travel Sleep Recovery

- Prioritise 2–3 nights of 8.5+ hrs
- Use blackout curtains, eye mask, magnesium
- Light walking, not intense training

Catching Up After Sleep Debt

- You can repay debt slowly (extra 30–60 mins/night)
- Strategic naps (20–25 mins) are helpful

Strategic Napping Framework

- Power nap: 20–25 mins (pre-2pm)
- Full cycle nap: 90 mins if underslept
- Avoid >30 mins unless planned

Weekend Sleep Optimisation

- Sleep in no more than 60 mins
- Focus on consistency, not binge sleeping

Sleep Technology Investments

Tracking Devices Evaluation

- Oura Ring, Whoop, Garmin = best for sleep stage tracking
- Apple Watch + AutoSleep app = solid backup

Environmental Control Tech

- Chilipad or Eight Sleep (temperature)
- Smart bulbs for circadian lighting

Recovery Tools Assessment

- Weighted blankets, red light therapy, acupressure mats

Apps and Digital Resources

- Insight Timer (guided wind-downs)
- Sleep Cycle, Calm, Headspace, Pzizz

Nutrition Supplementation

Timing Strategies for Food and Drink

- No large meals within 2 hours of bed
- Cut caffeine after 2pm
- Alcohol = sedative but ruins REM. Avoid or use strategically.

Evidence-Based Supplements

- Magnesium glycinate or threonate
- L-theanine
- Low-dose melatonin (especially for travel)
- Apigenin, glycine, holy basil or ashwagandha as optional extras

Meals That Help vs. Hinder

- **Helpful:** salmon, turkey, banana, oats, tart cherry
- **Hindering:** sugar, processed carbs, late alcohol

Trouble Shooting Common Challenges

Racing Mind Solutions

- Braindump list
- Meditation or breathwork
- Read fiction or use a “worry pad”

Early Waking Strategies

- Earlier wind-down
- Eat more carbs at dinner
- Test blackout + white noise combo

Travel Disruption Recovery

- Anchor daylight + food timing
- Nap only if necessary, short and early
- Rebuild sleep with 2–3 nights of prioritised recovery

High-Stress Period Management

- Use structured wind-down routine
- Magnesium + adaptogens
- Set boundaries on late-night work

Implementation Plan

7-Day Sleep Optimisation Protocol

Each day includes a micro habit:

- Day 1: Set consistent wake/sleep time
- Day 2: Block blue light 60 mins before bed
- Day 3: Magnesium 1 hour before sleep
- Day 4: Digital sunset after 9pm
- Day 5: 10-minute mobility/stretch before bed
- Day 6: Pre-bed journal or box breathing
- Day 7: Sleep in a fully blacked-out room

Habit Integration Strategies

- Pair new habits with existing ones
- Use reminders/alarms in the first week
- Share goals with coach/accountability buddy

Progress Tracking Framework

- Use a sleep tracker or simple log:
 - Time in bed
 - Time asleep
 - Rested on waking (scale 1–10)

Maintenance Approach

- Stick to 80% consistency
- Prioritise sleep during high-output phases
- Adjust wind-down protocol during stress