

## **! RESEARCH RESULTS !**

### **Employees Improve Productivity with CD**

Non Medical based sleep disturbances are often signs of dealing with too many distracting elements (or activities).

Tired employees make 22-33 % more mistakes and take 14% longer to do work. This leads to overtime, rework, crankiness, poor productivity & absenteeism.

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- ❑ We tested the CD (that removes distracting elements from one's life) on severe cases of sleep troubled employees (Wade & Doris -approx aged 30, 55) to demonstrate how well the CD works.

***(It did & can certainly work for yours too!)***

1. Wade was in the trades & drove to work sites.
2. Doris was a professional caregiver working with a private senior Alzheimer patient.

- ❑ We tested the CD on small business owners & average people. Two typical examples are:

1. Sameer –owner/chef of a restaurant/bar.
2. Ms. Calculator – bookkeeper

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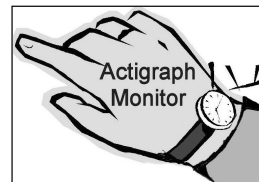
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## Wade Could Be Your Employee!

Personal CI EDGE  Zleep E-Z CD

- Wade was married with 2 pre-school children
- He worked 12 hour shifts & a 6 day week because he was saving for a house

We used an autograph monitor watch to see how effective the CD was for him



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## Wade Slept 3 <sup>3</sup>/<sub>4</sub> Hours Out 5 Every Night

**After 2 weeks of CD use -the monitor told us he now ...**

- ➔ Slept through night – *he used to wake 16 times/night*
- ➔ Slept for the full amount - *5 hrs set aside (too little)*
- ➔ No longer woke up thinking he was *at work or driving*
- ➔ His wife slept better - *so he slept better*
- ➔ He no longer was irritable after work -*he used to be grumpy 4 nights out of 5*
- ➔ His patience improved with children - *& his temper relaxed*

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## Wade Was Happier So He Worked Better!

- ➔ He took less time to get up to speed after arriving at work in the morning
- ➔ He decreased the number of mistakes he made at work so he finished a task faster
- ➔ His life moved ahead faster than his friends

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## Wade's Life Improved Fast!

1. Within 2 years he upgrade his job skills.
2. He had the energy to get his trades ticket.
3. He bought that new house -1st for his family - happier.
4. His employer is letting him fill in for his boss when the boss is sick.

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- ❑ On the 2<sup>nd</sup> night her CD player broke so she had to play it out loud in the bedroom
- ❑ Her husband complained “*I can’t go to sleep to a woman’s voice!*”
- ❑ Doris said, “*You can too!*” & he did. ***He fell asleep in 17minutes*** & she fell asleep (between 30 minutes to 1 hour- during the ocean waves.)
- ❑ Doris **slept through the night** on her 2nd night & her **3rd try!**

***1<sup>st</sup> time in 20 years!***

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- ❑ Doris was sleeping through the night so she decided to quit using the CD & she stopped sleeping!
- ❑ Doris went back to using the CD & she slept through the night. This told Doris it was the build up of distracting elements in her life that disturbed her sleep.

**1 year later she told us she takes her CD & player on holidays. She doesn’t want to take a chance on having a poor night’s sleep!**

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## Sameer Could Be Your Manager!

### Zleep E-Z CD (only)

- Sameer is a new business owner (restaurant/bar)
- He is married with a young family and used the CD on the nights before work and after hectic days
- Sameer was new at managing people at work & wanted more control of situations
- He wanted to improve his productivity. He was losing his work focus & distracted by the people around him.

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## Sameer Could Be Your Manager!

- “ *I have fully recovered the 20% of my workday that was lost to distractions. ”*
- “ *Now I take control of situations rather than the problems taking hold of me. ”*
- “ *It (CD) is very valuable because it helped me manage the people at work. ”*

**Improved productivity by 20% with less stress!**

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This Could Be Your Bookkeeping Dept!

Personal CI EDGE  Zleep E-Z CD

**Ms. Calculator (uses the CD & newsletters)**

- “ *My profession requires me to be very alert & well rested.* ”
- “ *Now I am no longer plagued my night thoughts (busy mind).* ”
- “ *I am rested when I awake.* ”

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This Could Be Your Bookkeeping Dept!

**Ms. Calculator had a difficult rental client that wanted to break the rules**

- “ I use the NEWSLETTER FORMULAS (*about managing difficult people*) by slotting in my particular information. *He didn't even get upset!* ”
- “ The formulas makes my work situation seem less personal & I am able to work through the problems *without getting angry or upset.* ”

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## The CI EDGE



Zleep E-Z CD

### Personal CI EDGE

- The newsletters suggest to employees how to understand and manage difficult people.
- When employees handle a difficult situation with newsletter formulas, they reduce the level of stress that was once normal for your business!

**Employees have to continue using the CD on the nights before work to continue to achieve the deep sleep needed for:**

1. Improved productivity & effortless control in difficult situations
2. Lowered overtime, rework, crankiness & absenteeism.

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## The CI EDGE

- ◆ Creates awake, aware & alert employees
- ◆ CD sections address personal tension & stress
  - ✓ S-2. Relax body –physical knots
  - ✓ S-3. Quiet mind & dissolve emotions
  - ✓ S-4. Release daily pressure
  - ✓ S-5. Ocean Waves –white noise

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