



Academy

Pioneers in sleep
and chronobiology



CHRONOWORKING

Working with the internal clock

Exclusive for corporate consultants | Decision-makers in
CHM | HRM | HSE | Public Health

OVERVIEW

World's first project on COPEP®
– Chronotype-Optimized
Personnel and Shift Planning

First large-scale implementation of
the RNA chronotype test
developed at Charité Berlin

First scientifically validated and
concrete monetary assessment of
chronotype-based measures and
shift planning

Überblick

- 3 **State of research** – 5 company-relevant findings on sleep & chronobiology
- 4-7 **Development** – 10 resulting challenges for companies
- 8-11 **Best Practice** – 2 case studies that show how it works
- 12-13 **Solutions** – What we can offer you
- 14-17 **Competence** – What sets us apart
- 18-19 **Activation** – The first steps toward more efficiency.

FIVE STUDIES AND SURVEYS THAT SHOW THE MASSIVE CONSEQUENCES OF IGNORING SLEEP AND CHRONOBIOLOGY IN COMPANIES:



STUDY RAND EUROPE

#1 In 2016, think tank Rand Europe published its eye-opening report Why Sleep Matters, which calculated the **economic losses caused by sleep deficit** across five countries, including Germany. For Germany, the estimated cost was 60 billion USD back then. Adjusted to today, that would exceed **75 billion USD**. This directly affects employers.



STUDY "COST OF POOR SLEEP"

#2 This 2010 study already found: "**Productivity losses** caused by fatigue were estimated at **1,967 dollars** per employee per year."



PROTIME YUOGOV

#3 A survey conducted by Protime in cooperation with YouGov reveals that **67%** of respondents explicitly stated that their employer should take their **biorhythm** into account when organizing working hours.



DAK ANALYSIS

#4 As early as 2017, **80%** of employees reported suffering from **sleep problems**. A DAK analysis shows that this trend is now reflected in sick leave. Days of absence due to sleep disorders have risen by around 70% to 3.86 days per 100 insured persons – and these figures are from BEFORE Covid.



STUDY SAMSUNG

#5 What has happened to our sleep behavior in today's modern world is **alarming**: our sleep is getting shorter and worse. It has dropped to an average of **under 7 hours**. This is shown by a Samsung study that analyzed 700 million nights. In 1980, the average was still 8.5 hours.

THE 3 MOST UNDERESTIMATED PROBLEMS EMPLOYERS FACE REGARDING THE GENETIC SLEEP- WAKE RHYTHM

The alarm clock. Can employees be successful if they can't finish their sleep's "job"? Over 70% of people in Germany wake up to an alarm on workdays. Put simply, this means their sleep cannot complete its work. Ever thought about that?

This leads to "social jetlag" — a constant mismatch between daily schedules and the genetic internal clock. The consequences are serious. When the internal clock permanently conflicts with working hours, it results in chronic sleep deprivation and an increased risk of diseases such as diabetes, burnout/depression, and obesity.

For employers, this means: more sick days, higher accident risk, more errors — leading to productivity losses that can add up to over €1 million per year in a 500-employee company, or around €2,000 per employee per year.*

The internal clock. Very few people know their internal clock or chronotype, and even fewer know that it is genetically determined. Most don't live in sync with it, which creates continuous stress for the body and enormous hidden costs for employers. Our studies reveal a span of 13.5 hours between the earliest (extreme lark) and the latest chronotype (extreme owl)..

Modern life. Chronic stress and ongoing mental overload have become the default. The nervous system of employees is constantly under tension, often accompanied by anxiety and overwhelm, essentially a permanent state of alarm.

Unlike in the past, absences today are increasingly caused not by physical but by psychological strain. Lack of recovery pushes many toward short-term, unsustainable coping strategies, from medication, alcohol, or drugs to digital distraction. For companies, inadequate recovery means higher sickness rates, lower productivity, and increased error and accident risk, all factors that directly impact business outcomes.

*Rosekind MR, Gregory KB, Mallis MM, Brandt SL, Seal B, Lerner D. The cost of poor sleep: workplace productivity loss and associated costs. J Occup Environ Med. 2010 Jan;52(1):91-8. doi: 10.1097/JOM.0b013e3181c78c30. PMID: 20042880.

7 COMMON PROBLEMS COMPANIES FACE DUE TO SLEEP DEFICIT ...

Error rate – Decline in concentration and performance:

Sleep deficit reduces focus, reaction time, and decision quality. This leads to mistakes with highly variable costs, from minor process delays to million-euro accidents in high-risk environments. Even small errors, repeated constantly, accumulate into significant productivity losses, reduce quality and efficiency, and directly affect business results.

Conflict risk – Negative team communication & conflict susceptibility:

Sleep deprivation reduces empathy and emotional stability, causing misunderstandings, conflicts, and communication issues in teams. These frictions waste time, slow down projects, and decrease efficiency. Over time, tensions weaken collaboration, motivation, and retention, indirectly damaging productivity and workplace climate.

Demotivation – Decreasing motivation & employee retention:

Sleep loss lowers engagement, motivation, and job satisfaction. “Working to rule,” low initiative, and declining commitment increase. This weakens teams, disrupts projects, and directly affects productivity and business outcomes.

Customer loss – Negative customer interaction due to sleep deficit:

Sleep deprivation reduces emotional stability and communication quality. This can lead to misunderstandings, unclear messaging, or lack of empathy in customer interactions. According to a study by Smart Communications, almost two-thirds of customers would switch providers if unhappy with communication. This damages reputation and leads to revenue loss.

... AND PREVENT EMPLOYEES FROM REACHING THEIR FULL POTENTIAL.

Accident risk – Increased safety risk:

Fatigue reduces attention and reaction time, comparable to driving under the influence. In manufacturing, logistics, or healthcare, this massively increases accident risk. Each incident creates direct costs through damage, downtime, and liability, and indirect costs through demotivation and workflow disruption. Sleep deficit becomes a real safety and financial risk..

Absenteeism – Increased sick leave & absence rates:

Sleep deprivation and poorly aligned working hours weaken the immune system and increase illness susceptibility. More sick days mean downtime, planning challenges, and higher labor costs. Projects and customer relationships suffer from lack of continuity. Presenteeism, working despite exhaustion, worsens the problem, as productivity and quality keep dropping while costs continue to rise.

Long-term absence – High costs due to chronic disease:

Chronic sleep deprivation, as well as working against the internal clock, increases the risk of cardiovascular disease, diabetes, and burnout. For companies, this results in high long-term costs from extended absences, early retirement, and rising insurance premiums. At the same time, the performance of experienced employees drops, threatening knowledge retention and long-term competitiveness..

“The work situation has a direct impact on sleep quality and sleep deprivation.”

Michael Wieden

THE FOLLOWING AREAS OF LIFE AND WORK ARE ADDITIONALLY IMPAIRED WHEN SLEEP AND CHRONOBIOLOGY ARE IGNORED

Health: Sleep deprivation and misaligned working hours increase the risk of heart disease, burnout, obesity, and other health issues. This has massive consequences for **sick leave** and **absence rates**.

Performance: Insufficient sleep can severely impair cognitive performance, concentration, and decision-making. This directly affects **error- related** costs and **accident risk**.

Work life: Disruptions of the sleep-wake rhythm negatively affect productivity and safety at work. This directly impacts **profit margins**.

Emotional health: Sleep loss can lead to irritability, anxiety, and depression. This directly impacts **workplace climate** and **employee turnover**.

Weight management: Sleep deprivation can trigger cravings and weight gain. This can have a direct impact on **sick leave** and **absence days**.

Success: Wherever people strive for success, one thing applies: if the foundation of a healthy sleep-wake rhythm is missing, full potential can never be reached. This directly affects **organizational efficiency**.

Relationships: Sleep deprivation can cause relationship problems, as irritability and exhaustion strain communication and interaction. This directly affects **productivity**.

CASE STUDYS



SO MUCH FOR THE THEORY.

On the following pages, we present two corporate case studies from companies that recognized the importance of sleep and chronobiology, and partnered with us to successfully turn theory into practice.

CHRONOWORKING

Working with the genetically determined internal clock

Bending work around people instead of bending people around work is the real evolution of human resources.

Michael Wieden, expert in **Chronobiology in HR** since 2003

Chronoworking – Working with the internal clock

A core mission of ours is to bring the scientific insights of chronobiology into the workplace in a meaningful and targeted way.

The most effective approach is to integrate individual sleep-wake patterns, known as chronotypes, into the design of work schedules and shift plans. And yes, this is already happening in Germany.

Optimize instead of perfect

Many innovations fail because people expect perfection. Of course, not everything in the workplace can revolve around chronotypes. But, as so often, the Pareto principle explains the logic behind ChronoWorking: 20% of measures deliver 80% of the desired outcome. This has been confirmed in our projects on chronotype-optimized workforce planning (COPEP®).

It's about what is possible, not about what isn't. Those who internalize this will find in ChronoWorking the master key to well-rested employees.

Liquid Shift System

Shift work carries significant health risks, as studies show, among them an increased breast cancer rate in women. Considering genetic chronotypes in shift planning can mitigate these severe effects and, depending on the individual situation and shift type, may even eliminate them. The COPEP®-based Liquid Shift System offers real potential to reduce the negative impact of shift work.

CASE STUDY

“COPEP®”

Wartenberg clinic

Initial situation:

The regular CHM employee survey on health issues revealed that an increasing number of employees were suffering from sleep problems.

Step 1: Introductory presentation with CHM, shift-planning stakeholders, and internal influencers on “Sleep & Chronobiology.”

Step 2: Workshop with the above participants to define the foundations and goals of a strategic action plan.

Step 3: Concept development – creation of the strategic action plan.

Step 4: Communicating the action plan to employees.

Step 5: Implementation of the measures together with over 120 employees.

Step 6: Validation

Podcast BGW



Results after 4 months:

- 18% fewer people reporting lack of well-being
- 10% less alarm clock use
- 31% fewer people with headaches
- 42% fewer people with sleep disorders
- 48% fewer people with three or more health conditions
- 58% fewer people with poor or very poor sleep quality
- 72% fewer people with daytime sleepiness
- 21% more people with enthusiasm for life
- 78% more people without any symptoms

Scientifically validated savings potential for companies:
At least €2,000 per employee per year.

CASE STUDY

“GET UP WITHOUT ALARM”

Karl SPÄH GmbH & Co. KG

Initial situation:

Company management wanted to test the effects of allowing employees to **wake up without an alarm.**

Step 1: Introductory presentation to CHM-responsible staff, executives, and internal influencers on “Sleep & Chronobiology.”

Step 2: Workshop with the above participants to define the foundations and goals of a strategic action plan.

Step 3: Concept development – creation of the strategic action plan.

Step 4: Communication of the action plan to employees.

Step 5: Implementation of the measures with 12 employees over 4 months.

Step 6: Validation.

TV



Results after 4 months:

- **73%** less alarm clock use
- **60%** slept between 31 and 77 minutes longer
- **24 minutes** less average sleep need on weekends
- **53%** more participants with higher morning performance
- **27%** better sleep quality on workdays

WHAT THE SLEEPMASTER ACADEMY CAN DO FOR YOU:



TRAIN INSTEAD OF RENTING EXPERTS.

Ilnga Wiegert, together with Michael Wieden, the leading ChronoWorking expert, has developed unique training and seminar packages. They convey sleep and chronobiology topics with a depth of content that is unique in the German-speaking market.

This is not about basic sleep knowledge, but about company-relevant chronobiological, psychological, and social mechanisms. At the same time, participants learn to translate this knowledge effectively into corporate practice, including unique insights and tools from scientifically guided corporate projects.

What we offer:

- 5-month, state-certified professional training to become a ChronoCoach® with final exam, perfect for CHM, HRM, or HSE.
- Business upgrades, business concepts for ChronoWorking projects.
- Precise, focused compact seminars, for short-term input.

Those who want to professionally leverage sleep and chronobiology in HR, CHM, or HSE (e.g., for ChronoWorking) to realize significant cost-saving potential require robust, scientifically validated knowledge. Only then can corporate staff understand individual problems, correctly assess risks, and develop solutions that enable sustainable improvements.

3

WAYS TO CHRONOWORKING – COMPETENCE



At the core stands the first state-certified chronobiology training program on the market: the **ChronoCoach®**. It was created to make the knowledge from our projects accessible to all companies, enabling them to develop and implement their own decisions and measures.

This training is also available as **ChronoCoach® Professional** in a bundle with **emtrasens®**, our advanced program for emotion- and trauma-sensitive guidance.

All our seminars are taken **1:1 from our certified training programs** and offer fundamental insights with varying focus areas. They include the same accompanying **handouts** as used in the full training. After consultation, these seminars can be credited toward the training, up to 100%, should participants decide to pursue it later.



Our combined 30 years of experience in sleep and chronobiology consulting can be transferred to employees and managers through professional and engaging **keynotes** and **workshops**. We also offer **conceptual development** of measures and **guidance** during implementation.

WHAT MAKES THE SLEEPMASTER ACADEMY SO SPECIAL?

Integrity

We act honestly, ethically, transparently, and sincerely. We value and live open and authentic communication.

Customer-centered

The needs and wishes of our clients are at the core of everything we do. Your satisfaction is our priority.

Innovative

We constantly seek new and better ways to help companies create healthier, more motivated, and more productive employees as easily and effectively as possible.

Holistic

Our training and seminars focus on a holistic perspective. The knowledge, measures, and concepts we teach aim to identify root causes, not suppress symptoms.

Individual

Every person, every family, every company is different. Our approach develops solutions based on the specific conditions and circumstances within your organization.

Experience

In addition to scientifically grounded knowledge, our programs integrate experience from business management and more than 30 years of combined work in sleep and chronobiology, as well as insights from globally unique, scientifically supervised pilot projects.



**OUR VALUES
MATTER TO
US**

INSIGHT INTO THE TRAINING – THIS ENSURES THAT YOU GET THE MAXIMUM VALUE OUT OF THIS PROGRAM.

Academy

In the protected members' area, participants have access to all content, which is regularly updated according to the current state of research. This keeps them up to date and allows them to learn as flexibly as their situation requires.

Community

In our community, participants can ask questions at any time and exchange ideas with like-minded people.

Live Calls

In the regularly scheduled live calls, we address everything that participants want to discuss. Whether it's clarification of training content, topic-related company-specific questions, or a personal sleep issue, every question gets space here and is addressed.

Practice groups

In small practice groups, participants can train together and work through the practical assignments of each module.

Recertification

Two years after completing the training, we offer a recertification. This keeps the knowledge aligned with the latest scientific standards and ensures that the quality of the work remains consistently high.

OUR CLIENTS FROM A WIDE RANGE OF FIELDS CONFIRM THAT IT'S WORTHWHILE TO EXPAND YOUR PORTFOLIO WITH THE MODULES SLEEP & CHRONOBIOLOGY.



Working with us is not an experiment: our content is scientifically grounded, practice-tested, and state-approved & certified (ZFU – Central Agency for Distance Learning).

**You can find
additional client
testimonials here:**

On the following pages, we provide insight into the foundations of working with us.

Alternatively, you can book a free phone consultation:

[Book a free info call now](#)

We look forward to meeting you!

Who are the trainings for?

- Entrepreneurs –
- Executives –
- Corporate health managers –
- HSE(Q) professionals –
- HR managers –
- Occupational psychologists –
- Works councils –
- Consulting firms –

Business coaches in:

- Leadership –
- Teams –
- Corporate health –
- Conflict & communication –
- Career & HR –
- People development –



QUESTIONS WE ARE FREQUENTLY ASKED:

Do you need the recertification?

If participants want to use the terms emtrasens® and/or ChronoCoach® in their practice, on their website, or in external communication, then yes, they need the recertification. This ensures that the quality standards of these registered trademarks are upheld and that the knowledge remains up to date. It also gives clients and employers a clear signal that continuing education is taken seriously. We therefore recommend the recertification in every case.

What sets you apart from other training institutes?

The SleepMaster Academy draws on over **30 years of combined hands-on experience in sleep and health coaching**, as well as in business creation and corporate consulting. Our state-certified and in some cases globally unique programs were developed by **professional practitioners for professional practitioners** and are based on insights from our own scientifically monitored, one-of-a-kind pilot projects. All chronobiology seminars come directly from the certified training programs.

Why train employees in chronobiology?

Having the knowledge in-house creates the foundation for your own measures, independent of external consultants, because once they leave, the costly project results often fade. Employers benefit from practical tools and strategies that can be applied directly and immediately within the company to improve employee performance and overall business performance.

1

**Free consultation
incl. :**

**Needs
assessment**

**Einblick in die
Ausbildungs- &
Seminar-
optionen**

**Overview of a
possible
individual
corporate
strategy.**

2

**Start of the
training & access
to the business
community**

**IN JUST 2 STEPS
TO MORE CLARITY**



**IT'S NOT A QUESTION OF WHETHER
CHRONOBIOLOGY TRAINING
SUPPORTS A COMPANY, ONLY
WHETHER YOU WANT IT.**

**BOOK A FREE
INTRODUCTORY
CONSULTATION.**



Appointment
scheduling

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