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Why Aaron Rodgers Likes Sleep

December 01, 2014 | 275 3 0

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The NFL is known for having some of the toughest, strongest, most determined athletes on earth. There are guys who can run 40 yards in under 4.5 seconds, bench press over 400 pounds, and **leap** 59 inches straight up into the air. Take a moment and imagine one of these guys, a 6'5", 290-lb, finely-tuned athlete trying to tackle you with every ounce of his energy. If you are a quarterback in the NFL like Aaron Rodgers, this is part of your job description. Which is why it's so cool to see him talk about sleep as one of the primary keys to his success.

For those of you who may not be familiar with football, let me just say that Aaron Rodgers is considered one of the greatest players of all time, with **stats** to match. By any definition, he is an elite athlete. Peak performance is a must, and in fact it is his job to do everything he can to optimize output for his team and himself. And when asked about wellness by **Milwaukee Journal Sentinel** reporter Lori Nickel, the first thing he mentions is sleep. To see this level of athlete talk about sleep as the foundation of his wellness efforts is refreshing, and I believe instructive for the rest of us.

The wisdom contained in Aaron Rodgers' view of sleep has lots of scientific reasons to substantiate it, but I won't bore you with **those**. The point is that *it just works*. Getting good sleep helps him compete against other top athletes, win, recover, and do it again. But he doesn't stop there -- he specifically addresses the other components of health, namely nutrition and exercise. The exercise part is pretty obvious, and nutrition is a major focus for him as well. The interesting thing is that he talks about sleep as the first part, and *then* he talks about nutrition and exercise. And the icing on the cake (pun intended) is that he talks about the interaction between sleep, diet, and exercise as part of a system. For example, he mentions how yoga helped him get better sleep, and how better sleep led to some changes in his diet.



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So What?

What does this mean for the rest of us who may not be professional athletes? I would suggest that at a minimum, we can pay attention to the fact that someone who must have optimal performance, a world-class athlete who looks for every competitive advantage, puts sleep at the top of his wellness routine. Just that one fact may serve as the inspiration that we all need sometimes to prioritize and optimize our sleep.

I don't know if Aaron Rodgers sat down and [read](#) all of the scientific studies that show how amazingly beneficial sleep is for us, but I am pretty sure I know why he likes sleep -- it just works. Kudos to him for incorporating it at the core of his training program. He has already taken his team to one Super Bowl victory. Here's hoping that the legendary quarterback-turned-sleep-guru takes them to several more!

Do you prioritize your sleep? Have any tips, or general thoughts on sleep? Share your thoughts in the comments section!

ABOUT THE AUTHOR:

In addition to being a Green Bay Packers shareholder and proud cheesehead, Sina Nader is co-founder and CEO of [SWAN Solutions](#), a company dedicated to helping the employees of forward-thinking corporations Sleep Well At Night. He has over 12 years of experience in the field of sleep diagnostics and treatments, and has been a featured speaker on sleep at multiple Fortune 500 companies. SWAN's apps and services have been covered by *CBS*, *BBC*, *BuzzFeed*, *Yahoo! Travel*, and others.

SLEEP IN AMERICAN BUSINESS



If you are a corporate leader interested in sleep, you may also be interested in the SWAN white paper on sleep in the workplace: [Sleep in American Business](#). Results from a pioneering sleep survey are discussed from 5 global, US-based corporations with an average of 23,000 employees and a \$19 billion market capitalization.

11/1/2014

Is Sleep an Underutilized Value Driver?

Results from sleep survey indicate significant areas for improvement both in sleep quality, and sleep duration. More than 50% of US employees struggle with poor or insufficient sleep, which may undermine productivity, engagement, and wellness. Harvard researchers estimate that insomnia alone costs US companies \$63.2 billion per year. There are over 80 recognized sleep disorders.

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