

## Stephanie Morimoto

Owner & CEO of Asutra, INC. Female Founders 200; Chicago Magazine's "Wellness Wonder"

### **What's Wrong with the 10,000 Hour Rule?**

When it comes to developing better leadership, there is a surprising solution: sleep. Did you know that getting fewer than 7 hours of sleep per night has the same impact on your brain and body as having 3-4 drinks?

McKinsey research shows that four types of leadership behavior are most commonly associated with high-quality executive teams: operating with a strong orientation to results, solving problems effectively, seeking out different perspectives, and supporting others. What's striking is the proven link between sleep and all four behaviors. Good sleep helps us focus, generate insights, learn faster, make better decisions, and build trust — all key for effective leadership.

Finally, sleep prevents burnout in leaders. A recent Harvard Medical School study of senior leaders found that 96% percent reported experiencing at least some degree of burnout. Lack of sleep creates heightened emotional reactivity, and the experience of stress results in worse quality of sleep. In addition, poor sleep has been found to be a major predictor of reduced engagement at work. It's time for organizations to find ways of countering the employee churn, lost productivity, and increased health care costs resulting from insufficient sleep.

Stephanie Morimoto, Owner & CEO of Asutra (which offers magnesium powered products for sleep, pain relief and mood), shares how sleep impacts your physical, mental, and emotional health and gives you 7 steps to follow on your journey to better sleep so you can be a better leader. She also shares how to scaffold those steps so you can truly make sleep your superpower. As part of her keynote, she can also led a separate wellness break that focuses on stretching and grounded breathing techniques—these wellness tools can help attendees learn how to prepare for big meetings.

When we are rested we can accomplish more than we thought was possible in less time. In addition to being a wellness expert, Stephanie traveled her own journey from sleep deprivation and burnout to prioritizing sleep and self-care so that she can be a successful entrepreneur and lead her team to operate efficiently and successfully.

### **Forging New Ground—How to Leverage the Five Practices of Effective Leaders:**

In our new hybrid work environment, it can be challenging to build the culture, communication and processes needed to lead our teams to deliver results. This can be especially difficult when we are in charge of forging new ground: building new products or services, turning around departments or growing revenue and profitability. How do you ensure everyone understands the big goals and how they contribute to them? How do you define core values that create a culture where colleagues treat each other with respect and kindness — but also aren't afraid to give honest feedback or raise thorny questions? How transparent should you really be? How do you model and support work/life integration so your employees are rested and well, and therefore can do their best work?

Stephanie Morimoto, Owner & CEO of Asutra (which offers magnesium powered products for sleep, pain relief and mood), guides you through 5 practices of effective entrepreneurial leaders. She also shares actionable tips you can put into practice right away with your teams to support the right amount of collaboration, effective execution and higher productivity.

Stephanie is uniquely positioned to share these practices and tactics because she has deep, diverse management and leadership experience. She built the fundraising operation for Teach For America, growing revenue 40% annually even during the 2008 recession while remotely managing a 100+ member team across the country; led a turnaround; and is now growing Asutra, expanding from 0 to 4,000 retail stores in 3 years with 30,000 reviews online.