1

Brian Weis is a VP at Amazon. He has worked hard to achieve his position and all of his employees respect him.
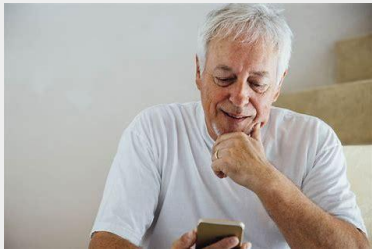

2

Recently, Brian hasn't been getting enough sleep due to long work hours and approaching deadlines.

3

One day, Brian's worst fear came true! He went to bed late the night before and overslept for his important shareholders meeting! His boss reprimanded him and his coworkers were disappointed that he missed the meeting.
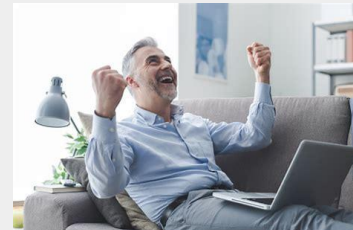

4

Brian wanted to change his sleeping habits so as to prevent missing a meeting ever again, so he went on his phone and downloaded a sleep tracker app.

5

This sleep app set dynamic alarms to remind Brian to go to sleep and wake up at the optimal times, and gave him feedback on how his sleep went. Brian started to sleep better!

6

Since Brian was getting better sleep, he became more productive at work, he never missed another meeting, and he regained the respect of his boss and coworkers!