

# The addition of a corporate nap room at the offices of phidias and associates

[Sociology](#)



MEMORANDUM Jonas T. Phidias. Senior Partner Phidias & Associates \*\*\*\*\*

\*\*\*\*\* The Addition of a Corporate Nap Room at the offices of Phidias & Associates.

Clinical research has shown that power napping for twenty minutes during the working day dramatically increases the productivity, creativity, and problem solving skills of employees. Indeed, it has been further shown in tests that the work performance of those who take a power nap does not tail off in the afternoon and remains as good as those who arrive at work in the morning after a good night's sleep.

Having discovered that two other companies in the community provide this facility for their employees, I have carried out some research on the concept. As you are aware, office work, however interesting, can take its toll of all of us in this increasingly fast paced world and we all have to develop strategies to cope with this situation. For many, this becomes an increased reliance on the consumption of coffee, energy drinks or other artificial stimulants, which in itself leads to sleep deprived nights and a general lowering of work related performance. In fact, it is believed that this cycle has led to 75 percent of Americans being sleep deprived. Taking a power nap is probably the best and most natural way to reduce this deficit and can be easily slotted into the daily work routine with absolutely no detriment to our company whatsoever. It has been shown that a twenty minute power nap taken during the lunch hour is sufficient to overcome fatigue problems without becoming groggy. The nap however must be undisturbed by telephones or the noise and bustle of a busy office environment to be effective and the provision of a 'nap room' would facilitate this. The incorporation of this facility will of course require a

room dedicated to the purpose, but the simplicity of the scheme is that any unused room in the building would be suitable and could be converted with minimal cost or inconvenience to the ongoing work of the company. Also, this simple proposal would provide a facility of inestimable worth for the establishment and employee use of the nap room during the lunch hour would not intrude upon company time in any way.

More and more 'nap lounges' are becoming a part of life in companies in America and your assistance in furthering this request with your partners would undoubtedly further the notion amongst the public and in the community that Phidias & Associates is a progressive and enlightened company intent upon securing its reputation both as a leader in its field and as an employer of excellence.

The incorporation of a 'nap room' at the offices of Phidias & Associates will bring many tangible benefits to the company in terms of performance, output and reputation and I would be grateful if you would further discuss and support this proposal with your associates. Should you require any further information or investigation on the subject, please let me know and in the meantime please allow me to thank you for considering this request.

Name and initials

Delivery medium justification.

I would send this memo to the senior partner by hard copy inter office mail. I feel that as this is a serious and formal request for consideration and action by both the senior partner and his associates, a formal approach is more appropriate. Also, in view of the audience profile, I believe that the associates would expect this more formal approach and that an email would

be deemed inadequate and less worthy of respect and response.

#### Audience Profile

**Primary Audience.** The primary audience is the Senior Partner Jonas T. Phidias. He is the slightly old fashioned senior executive who will decide whether there is enough merit in the request to take the matter further with the other partners. As senior executive it is his responsibility to ensure that the company runs smoothly and successfully. He would not be in his position if he was unable to do this and so he is the key to the situation. As the senior and respected executive of a 'distinguished' company that bears his name, he will probably be conservative in outlook, but realistic and flexible. Once this obstacle is surmounted, the request will stand a much greater chance of ultimately receiving a favorable response.

**Audience size and composition.** The size of the audience reflects the number of partners in the company and its composition will be those partners and any non executive directors who may also have an input. The senior partner will naturally be guided by this team and would not agree to the idea without their general approval. Similarly, they would not consider the request unless persuaded of its merits by the senior partner.

**Audience's level of understanding.** The idea of a 'nap room' will probably be a new concept or idea to many of the partners and perhaps even to the senior partner but executives at their level are not stupid and if given the facts and if informed of the research, will fully understand the issues involved and the benefits of action.

**Audience's expectations and preferences.** The partners would expect that any radical and innovative change in their 'distinguished offices' would have

to be well argued, have minimal impact and that any change would not bring the good name of the company into disrepute. Indeed any action on their part must be seen in their eyes to be furthering the good reputation of the company. Like their senior partner, they would tend to be conservative in outlook, but again realistic in their approach to new ideas. Their preference would incline towards there being no change and to say no, although as partners in a successful company, they would generally be open to argument and change if it brought demonstrable benefit to the company.

Audience's probable reaction. The audience will tend to be conservative and incline towards being resistant to change. They will have the initial instinct to refuse the request, but will want to listen to the argument. They would however give it their serious attention and if the case is argued sufficiently well and suggests that the reputation of the company in the community would be enhanced by acceding to the request, it may receive a favourable but guarded response.