

ght, designing the perfect dress, improving sleep, vac

*author:*



2026-07

## Synopsis

---

WHOOP Founder & CEO Will Ahmed talks to Harvard Professor and U.S. Army Reserve Lieutenant Colonel Kit Parker about the science of counterinsurgency (5:12), creating irresistible fashion (11:15), art's impact on science (29:14), how your body reacts to being in a firefight (45:48), improving sleep in the military (1:00:06), vacation optimization (1:12:14), privacy and data security (1:30:40), travel tips and life hacks (1:37:27), and the most creative person he's ever met (1:42:50).

Support the show

**Follow WHOOP:**

[www.whoop.com](http://www.whoop.com)

Trial WHOOP for Free

Sign up for WHOOP Advanced Labs

Instagram

TikTok

YouTube

X

Facebook

LinkedIn

**Follow Will Ahmed:**

Instagram

X

LinkedIn

**Follow Kristen Holmes:**

Instagram

LinkedIn

**Follow Emily Capodilupo:**

LinkedIn

## Reader's comments

---

comment 1:

â€"â€" ()