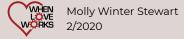


KAI, 39 HE/HIM

NEW YORK, NY

"I speak fluent "Man" and my wife speaks fluent "Woman"."



**Scenario:** Kai is aware he has internal roadblocks that are affecting the health of his personal relationships. He **needs guidance** to better understand himself and make personal shifts towards improving current & future relationship dynamics.

## **GOALS**

- → Want to better himself and his relationships
- → Engage with and stay connected to a like-minded community
- → Apply and practice skills in an immediate and ongoing way
- → Attend wellness events to find opportunities for growth

## **NEEDS**

- → In-person / human connection
- → Comfortable, supportive & transparent community
- → Clarity and details on what services are available to them

## **PAIN POINTS**

- → Struggles with not knowing how to deal with their problems
- → Can't find events to attend
- → Not sure what services are available from looking on the website, or how to obtain them

## **BEHAVIORS**

- → Understands that working on self & relationship can have positive, lifelong impact
- → Asks friends for referrals as a starting point
- Proactive in seeking out wellness / personal development events and resources