



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