



**Name :** Pierre

**Job Title :** 32, Marketing Manager

**Location :** Paris, France

### Background

Pierre is an urban professional living in Paris, managing a fast-paced job in marketing while balancing his passion for running. He began running as a form of stress relief during his university years and has since developed a routine that includes both casual jogging and participating in local races.

“During races, I sometimes forget to drink enough, and it really affects my energy levels. I've learned that staying hydrated is crucial, especially if I want to perform well.”

## Insights

### 1. Preparation Based on Experience:

Pierre understands that preparation is based on experience and emphasizes finding comfort in discomfort. He recognizes that each race offers valuable lessons to help him grow.

### 2. Prioritizing Training Routines:

Pierre relates to Antoine's insight about the importance of setting priorities. He acknowledges that he needs to run at least three times a week to improve his pace and race strategy.

### 3. Adapting Training to Personal Needs:

Drawing from Anaëlle's experience, Pierre realizes that his training sometimes does not align with his current shape and performance goals, which leads him to seek adjustments to his routine.

### 4. The Importance of Consistent Training:

Pierre resonates with Guillemette's experience regarding regular running. He knows that maintaining a consistent training schedule is essential for achieving his race goals.

### 5. Learning from Fatigue Risks:

Inspired by Anaëlle's experience with fatigue during races, Pierre is motivated to refine his hydration and training strategies to minimize the risk of exhaustion and ensure he's prepared for race day challenges.

### Goals

- To improve his marathon time and overall endurance.
- To maintain a healthy work-life balance through regular physical activity.

### Challenges

- Struggles with managing his hydration levels, especially during long runs and races, often forgetting to drink enough before and after his workouts.
- Finds it challenging to balance his training schedule with work commitments, leading to inconsistent practice.

### Habits

- Running Routine: Runs 3 to 4 times a week, often incorporating both short, high-intensity intervals and longer, steady-paced runs.
- Nutrition: Tries to maintain a balanced diet but occasionally indulges in convenience foods due to his busy schedule. On training days, he focuses on carb intake to fuel his runs.