

# Melissa



“ It's not about me.  
it's about my girls. ”

## AT A GLANCE

**AGE** — 41

**LOCATION** — Chicago, IL

**LIFE STAGE** — Divorced with two kids

**JOB** — Corporate procurement manager

## MOTIVATORS

**FAMILY** — Doing what's right for her kids and looking after her parents are the most important things in her life.

**BEING HELPFUL & APPRECIATED FOR IT** — She gets a lot of pride from being productive, effective, and helpful. Being thanked and acknowledged for it is the motivatin that keeps her going.

**FEELING HAPPY & GRATEFUL** — Melissa gets frustrated and frazzled because she's always running, but really she values being happy and tries to appreciate all the good things in her life, particularly after a difficult divorce.

## BEHAVIORS

**TIGHTLY SCHEDULES THE DAY** — The morning routine to get the kids off to school and herself off to work is locked in. She's busy at work all day and tends to spend the majority of her day in meetings. The evening routine is equally structured. When her ex has the girls, she goes out with a friend for dinner or catches up on the phone.

**VOLUNTEERS** — At kids' school and church.

**SPENDS TIME WITH EXTENDED FAMILY** — Parents live and sister's family live nearby. Most weekends she visits their house or they vist hers.

**TALKING ON THE PHONE AND "CATCHING" UP VIA FACEBOOK** — Likes to talk on the phone with girls friends and her sister. Late at night after work she hops on FaceBook to achieve the same sense of connection.

## NEEDS

- Social connection
- Would like to start dating again
- Exercise and "me" time
- Would like to just sit and unwind, but feels like she's usually so amped up from her schedule that simply resting feels wrong