

Jane Fletcher



"I like to feel connected and held accountable when I participate in a fitness program."

Age: 54

Work: Program Manager

Family: Married

2 Children (18, 21)

Location: St. Albert, Alberta

Character: The Collaborator

Goals

- Continue to build on gains made in last fitness program
- Motivate herself to attend on-demand fitness class if she has missed the live stream version
- Focus on carving out time for selfcare initiatives

Frustrations

- Very busy work schedule
- Finding that energy at the end of the day is low
- Online fitness classes don't have the same community feel as in-person classes

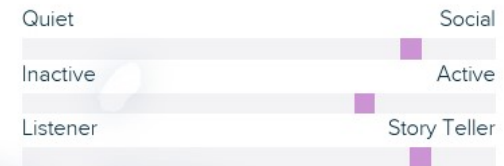
Bio

Jane is happily married and a mother of 2 young adult daughters who both still live at home. It's a busy household and she has a challenging, yet satisfying, career as a project manager at an oil refinery plant.

Being physically active became a part of her life as her children grew up and they did fitness activities together such as cycling, running in the summer and skiing in the winter months.

Recently she decided to become a member of a small fitness studio. Making friends in group fitness classes helped keep her accountable and motivated to go to classes even after a long day of work. The shift to online fitness classes has been challenging for her.

Personality



Preferred Communication



Keeps very busy

Enjoys people

Simplicity is key

Feels accomplished at work

Photo credit

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