

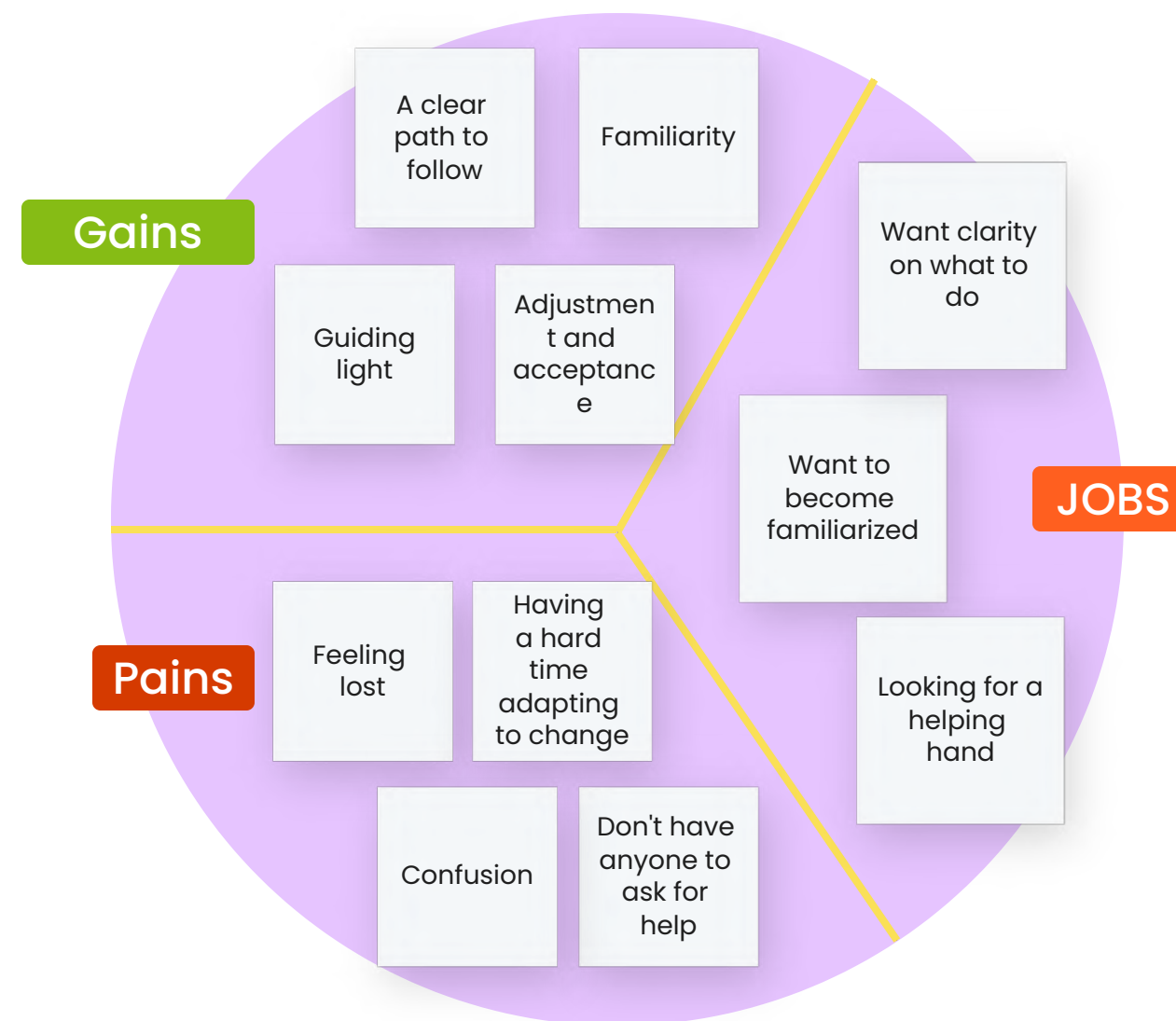


ARCHETYPES

THE ONE WITHOUT A CLUE

"I don't know what, or how"

- Is clueless about this new change and feels overwhelmed about where to start.
- Needs someone relatable to rely on for clarity and help in navigating this new chapter in their lives.



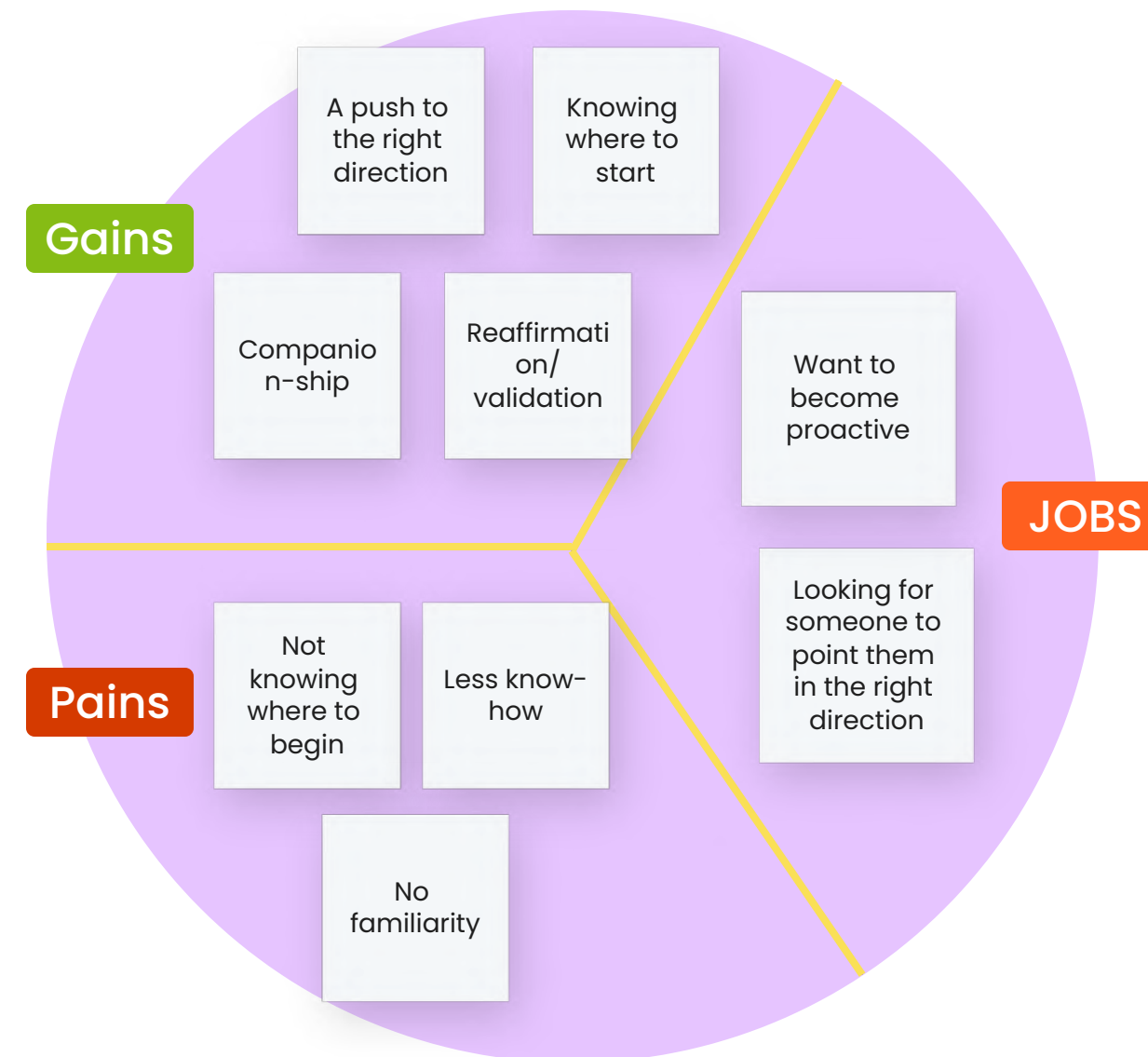


ARCHETYPES

THE ONE WHO “KIND OF” KNOWS

“I know what, show me how”

- Knows that they need to adapt to this change and that they require support or reaffirmation to confirm that they are on the right track.
- Needs a push towards the right direction through the support of someone who has been in their shoes.



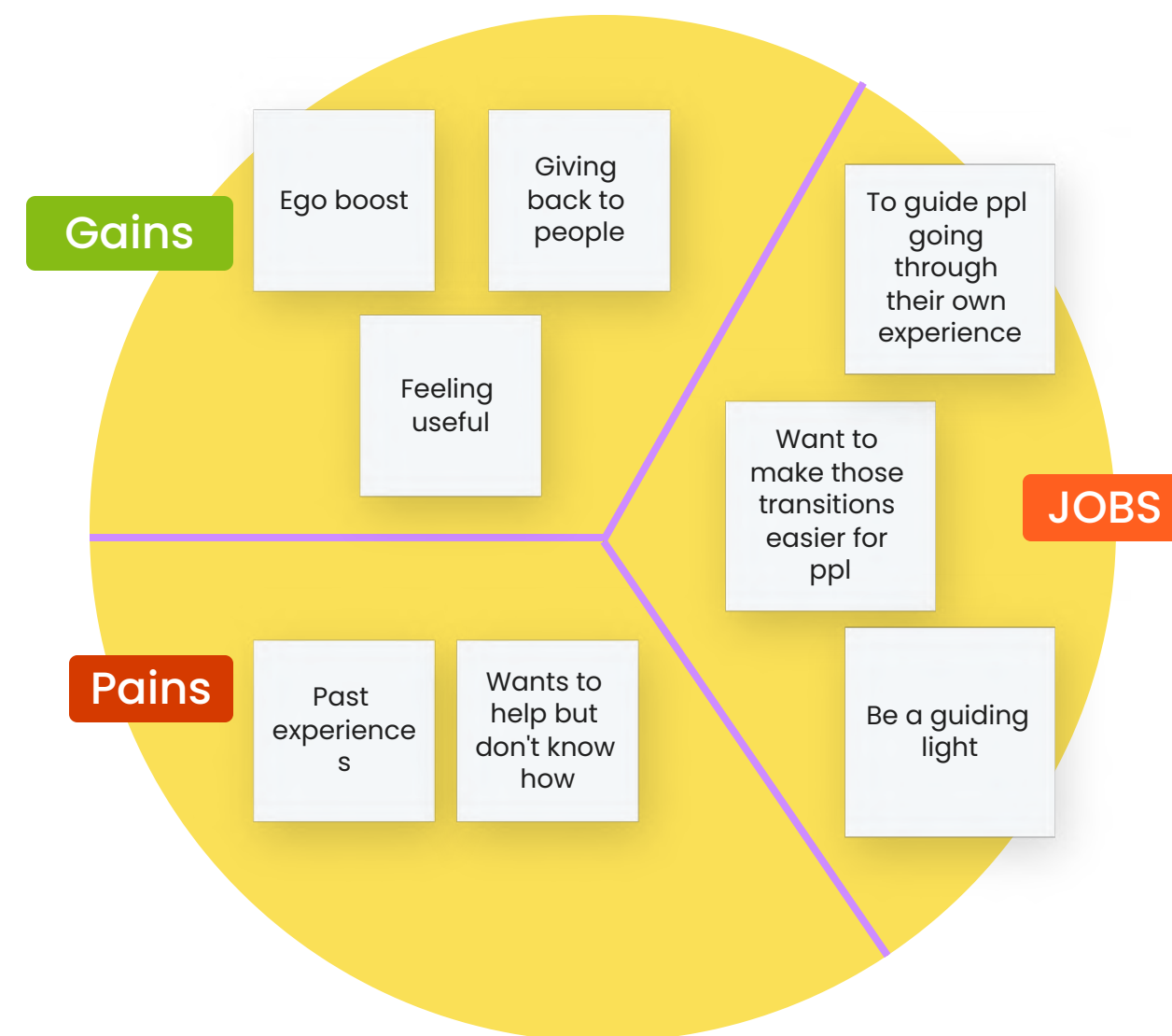


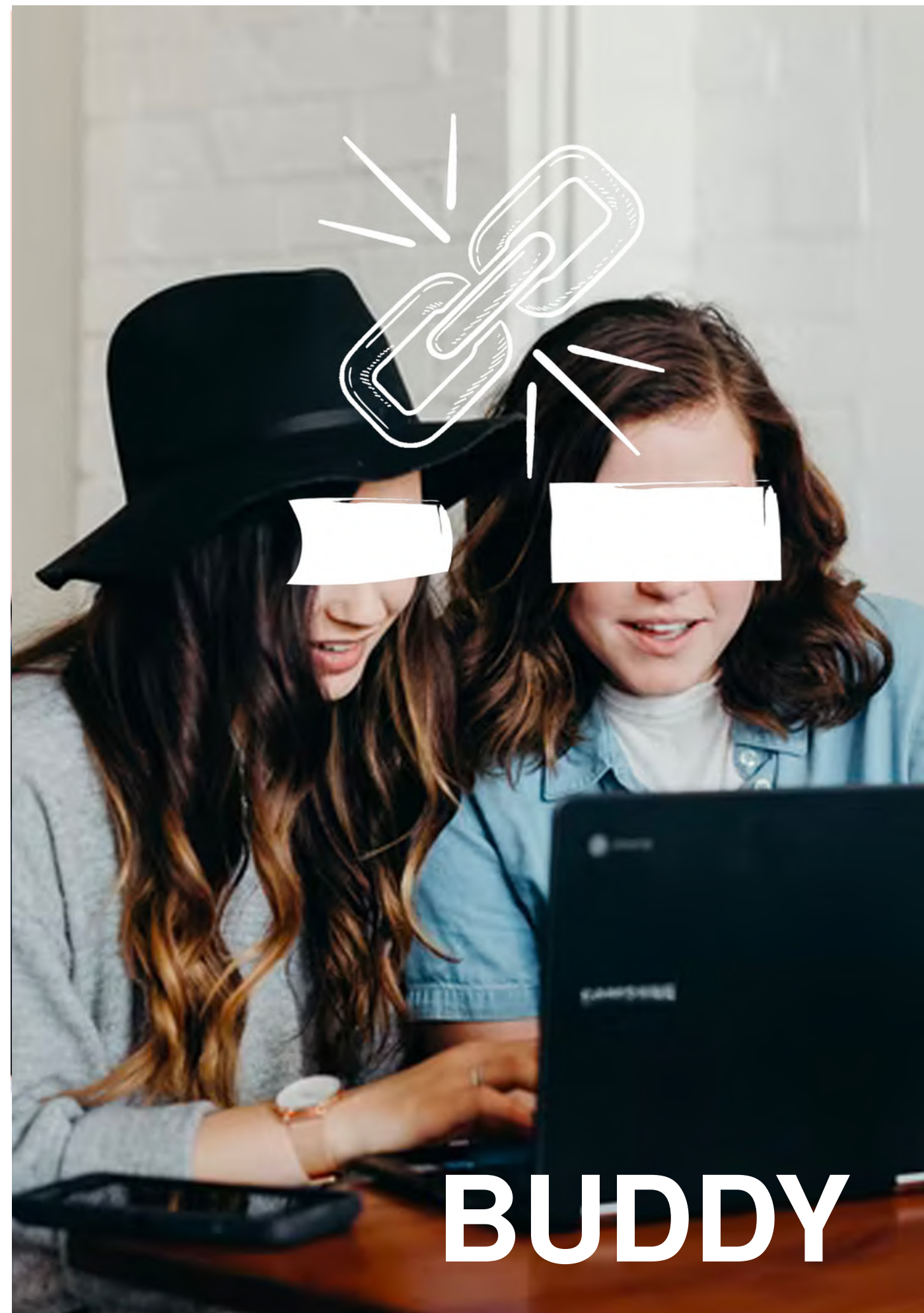
ARCHETYPES

THE ONE WITH THE FOOTPRINTS

"I have been there"

- Has learned from their experiences and, possibly, mistakes.
- Wants to share their knowledge and acquired tools to help others in dealing with the same.
- Driven by an empathetic mindset.





ARCHETYPES

THE ONE WHO WATCHED AND LEARNED

"I have seen this happen around me"

- Has observed or gone through second-hand experiences multiple times.
- Has an outsider's insight and an impartial point of view to said situations.
- Driven by compassion.

