



#impact - MY IDEAL LISTENER

Name: Sarah **Age:** 34

Currently Lives In: Hong Kong (but a global citizen)

Relationships: in a long term relationship, one young toddler, pregnant with her second child, good relationship with her husband but they are both working too much, close to her family but they don't see each other as she lives abroad, close bonds with a big circle of international friends

Past Job Titles: Researcher at a local NGO working on social justice topics (just after her university graduation), right now: Sustainability Department in Corporate Sector

Current Job Title: Founder of her own company

Education: Bachelor in Economics, Minor in Anthropology

Role Models: A friend of hers that started her own business, she also looks up to her mom

Interests and Hobbies: Swimming, taking long walks, hiking if time allows (now more tricky with her little kid) Yoga.

Places where to find her: At the office, at a work event, at the weekend at the playground with her kid, at the beach, at home on a rainy day

Communications: Prefers calls and audio messages over texting, uses whats app and emails to keep in touch with family and friends, not that active on social media (main channels instagram and facebook)

Brands: Conscious brands and smaller, local brands. Inspired by companies like Patagonia and supports small, sustainable family businesses

Podcasts and Books: News Podcasts, other Podcasts on social issues and sustainability, Podcasts from her home country, Parenting Books, Books from Elisabeth Gilbert to relax

When does she listen to Podcasts: On her commute mostly

Dreams when growing up: Travelling the world, Raising a family, Changing the world for the better

Something to achieve: Leaving a legacy and making an impact, writing a book

Worries: Will her kids and family be ok, will our world be ok, will she be ok

Why do they worry about that? So many disturbing headlines in the media| pressures in society about being a good parent| wanting to be proud of what she is doing with her career and her life

Something they would say Am I doing enough?

SUMMARY: My ideal listener in 4 sentences

My ideal listener is a woman in her 30ies who has been living in many places and raises her child together with her husband in Hong Kong, where they are based at the moment.

She has always been passionate about social impact topics and sustainability and from an early age felt like she also wanted to contribute to the betterment of our world which has led her to work within the Non-Profit space researching social justice topics and later on moving in the sustainability field with her corporate job.

However, she became frustrated with the slow progress and lacking impact of her work in the corporate space and decided to start her own sustainability consultancy.

She tries her best to balance her passion for her work with taking time for her children and she often donates to causes that are close to her heart, like sustainability, female empowerment and education.