

## Defineum RealMoms Group Program: Straight Talk about Motherhood

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### Overview

Are you interested in exchanging advice and sharing feelings about the joys and challenges of motherhood in a supportive, fun and energizing forum? Looking for tools and resources that can make life as a mother feel more balanced and fulfilling? Want to develop meaningful friendships with other moms? Sign up for Defineum's RealMoms program and join us in talking straight about motherhood in a forum that's finally all about you!

Unlike many existing mothers' groups, RealMoms focuses on you and on your whole life experience as a mother rather than the myriad details of childcare and all that "stuff" you'll need to buy. Defineum is founded on the principle of actively living a fulfilling life and we felt that at no other time than raising children is a focus on this principle more important. As recent new mothers ourselves, we are all too aware that being a parent can feel overwhelming, disorienting and lonely, and maintaining one's own "life equilibrium" can be extremely difficult.

In a series of twelve weekly meetings, we'll explore a set of topics that focus on what being a mother really feels like, how it impacts you as an individual and how it fits into your broader life dynamic. We invite you to join a powerful community of women sharing ideas, inspiration and support and built on respect, confidentiality, authenticity and a commitment to being of service to one another.

### Structure

#### Format

A series of twelve weekly meetings ninety minutes in length held in the same location and on the same day/time each week. Each meeting allows for discussion of a specific pre-announced topic. Sample topics include:

- Identity – Your New Sense of Self
- Self-Care – The Importance of Balance
- Parenting Values, Roles and Expectations – Defining What's Important
- Sex and Intimacy – Staying Aligned with Your Partner
- Relationships – Nurturing Connections, Old and New
- Career and Motherhood – The Ultimate Balancing Act
- Childcare – Choices and Challenges
- Body Image – Embracing the 'New You'
- The 'Perfect Mother' Myth – Letting Go of 'Right'
- Post-Partum Special Circumstances – Dealing With Unexpected Challenges

Each meeting provides an open forum for group discussion and some meetings include an expert speaker whose experience is relevant to the topic at hand. Topics may also be surfaced by the group and may be included in the curriculum at the facilitator's discretion.



**Group Leaders (see below for bios)**

Carol Morley, CFA and Dana Galin  
Co-Founders, Defineum LLC

**Audience and Group Size**

The program is designed for moms with children of any age and is limited to twelve participants per program. Babies are welcome to join.

**Location and Schedule**

Body and Mind Builders	Poets House
78 Reade Street, Tribeca	10 River Terrace, Battery Park City
Tuesdays 10am and 2pm	Thursdays 11am and Fridays 2pm

Additional locations in Manhattan and Westchester to follow.

**Cost**

\$300, payable in full prior to the first session. Groups of four or more registering together receive a special group discount of 25% (\$225). Members of HRP Mamas or Body & Mind Builders receive 20% off the regular program price (\$240).

**Enrollment**

Spaces are allocated on a first-come-first-served basis and participants are expected to commit to attend all meetings. Refunds are not provided if a participant elects to leave the program.

For more information or to register for the program, please contact Carol Morley, Co-Founder, Defineum at [carol@defineum.com](mailto:carol@defineum.com) or 212.696.6787.

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## About Defineum

New-York based Defineum, LLC is a life strategy firm that helps people create and sustain a fulfilling life and provides them with the tools and resources to do so. The company offers an array of life strategy services for individuals, couples, groups and corporations. Our services include a range of proprietary life design programs, events, workshops, and access to our expert network – all of which help create, reinforce, and sustain a new way of life.

## About Defineum's Founders



### **Carol Morley, CFA**

Following nearly twenty years of experience in the financial services industry, Carol founded Defineum, bringing to life her dream of helping others live more purposefully and powerfully. A wrenching divorce that coincided with her father's diagnosis with terminal cancer served as a powerful wakeup call to Carol to consider what really mattered. A successful corporate executive and a proven entrepreneur who co-founded a leading executive recruiting firm, Carol has changed her focus from investment management to life management, helping others discover new perspectives and take an active role in creating their ideal life. Carol brings her mastery in life design and her keen organizational skills to Defineum's clients in a way that helps them alter their lives

forever.

Carol has been a lifelong student of personal development and is a graduate of the Creativity and Personal Mastery Institute. A magna cum laude graduate, Carol received a bachelor's degree in Finance and International Management from Georgetown University in 1990 and was awarded the Chartered Financial Analyst designation in 1998. She is a Board member of the Ackerman Institute and is a graduate of the Institute's Foundations in Family Therapy program. She lives in Battery Park City with her husband and two daughters.



### **Dana Galin**

Motivated by a lifelong commitment to self-expression, Dana has an enormous talent for helping individuals discover who they are and express their uniqueness in natural and creative ways. She brings 20 years of experience in the public relations industry developing and executing communication strategies. After achieving significant "traditional success," Dana realized that something was missing. In an effort to enhance her own self-expression, Dana turned her passion for business, creativity, and communication into a successful jewelry business. Her work was featured on national TV, worn by celebrities and sold in fine stores across the nation. During that time, Dana also co-created an animated TV pilot for kids that aired on Nick Toons Network.

Wanting to make an even greater impact in helping individuals express themselves, Dana attended the Fashion Institute of Technology and the New York Image Institute and became a certified image consultant helping people use their image as a tool for communication. In founding Defineum to help people create a life that reflects who they truly are, Dana has finally realized her calling.

Having logged more than 1,000 hours of in-depth personal development training, Dana is a graduate of Landmark Education, Touchstone Communication, the Creativity and Personal Mastery Institute, and Ackerman Institute for the Family. A cum laude graduate, Dana received a bachelor's degree in English from Arizona State University and studied at the University of London. She lives in Rye with her husband, daughter and stepdaughter.

