

Why does Monday always need a new you?

Another fresh start. Another ambitious plan. Another ordinary week getting in the way.

01 · SYNOPSIS

Monique unpacks the appeal of the reset: why capable, determined people keep returning to plans that depend on life behaving perfectly. It is a conversation about ambition, food and learning to keep going when the week stops cooperating.

02 · AUDIENCE RELEVANCE

Men's health events, business audiences and podcasts.

03 · DISCUSSION POINTS

- Why we keep designing plans for our most motivated selves.
- How one difficult meal becomes a reason to abandon the week.
- What continuing could look like without another dramatic restart.

04 · SUGGESTED HOST QUESTIONS

- Why is Monday so appealing as a reset?
- Why do capable people still struggle with everyday food decisions?
- What makes a plan fragile in an ordinary week?
- How can one difficult meal become a whole-week story?
- What could continuing look like instead?

05 · INTENDED AUDIENCE OUTCOMES

- A more useful way to talk about resets.
- Recognition of all-or-nothing thinking without labels or shame.
- An alternative to dramatic restarts.

ABOUT MONIQUE

Monique Etkind is an Accredited Practising Dietitian, speaker and co-founder of *meforme*™. With more than twenty years in private practice, she explores the often unspoken relationship between food, everyday habits and self-confidence. Her approach is warm, candid and practical. Her philosophy: steady is a skill.

06 · BOOKING CONTACT

Media and speaking enquiries: moniqueetkind.com/contact (choose "Media and speaking").