

Discovering Your Ikigai

Ikigai (生き甲斐, 'a reason for being') is a Japanese concept referring to something that gives a person a sense of purpose, a reason for living.



There are 4 principal questions that we can ask ourselves or clients if you're coaching someone else. It requires developing knowledge of your strengths as well as awareness of what's happening around you, including current trends etc.

To discover your Ikigai, ask the following questions:

- What do you love? (passion)
- What are you good at? (vocation)
- What can you be paid for? (profession)
- What does the world need? (mission)

Ikigai is at the centre of the 4 principal components of life: our passion, our vocation, our profession, and our mission.