

Ikigai - The thing that you live for

“The most important thing to do before you die is live”

Simon Sinek

There is no clear English translation but Ikigai is said to be “*the thing that you live for*” or “*the reason you get out of bed on a morning.*” It is said to be a way to find your passion & purpose. Having something to get out of bed for on a morning’ is huge. It gives a sense of drive each day; it is a sense of purpose. It can be a project to work on daily. Often we feel unfulfilled when we feel we are not progressing or working towards something and have no reason to get up.

Having a purpose is also simply about having something that makes your life meaningful. Ikigai is broken down into four principles with your ikigai sitting at the middle of these intersections.

1. What you care about
2. What your good at
3. What the world needs
4. What you can be paid for



1. What do you love or care about? (This could be – what have you never gotten bored of? What is something you have always been drawn back to over time?)

2. What are you good at? What do people ask you for help with?

3. What does the world need? Rather than thinking of it as this huge overwhelming thing, think about your society.

4. Now ask yourself, can you be paid for any of these things. What can you do to create a positive effect on those around you? This question could be a future business idea