



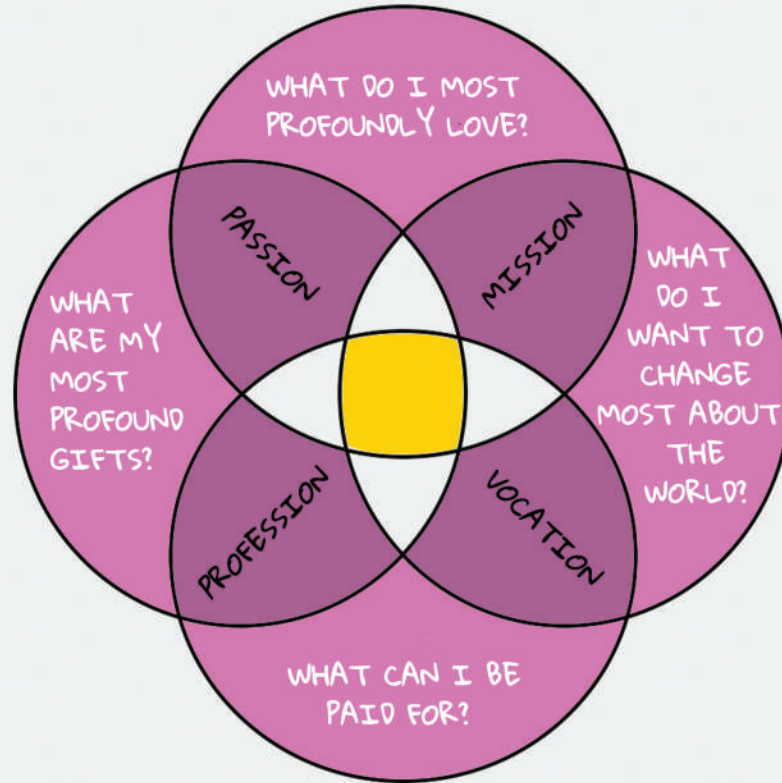
An introduction and guide to Ikigai.

According to the Japanese, everyone has an Ikigai.  
Ikigai is your reason for being and your purpose.

What is your Ikigai?



- IKIGAI



PURPOSE MATTERS

# Take a moment to draw your own version of the overlapping circles of the Ikigai symbol and consider the following:



## 1. What do you most profoundly love?

Aligning our work towards what we most profoundly love allows access to our full potential and motivation becomes irrelevant.

To follow a career that is not located in what we love is a form of betrayal that will likely result in unhappiness and instability.

What aspects of your life bring you into your heart and make you feel utterly alive?

## 2. What are your most profound gifts?

Searching and eventually discovering our true gifts equips us with the means to powerfully influence what we love.

What unique skills do you have that come most naturally to you? What talents have you cultivated and what do you excel at even when you aren't trying?

## 3. What do you want to change about the world?

Deep inquiry into our responsibilities and what we feel drawn to change about the world takes courage and may lead us to uncomfortable places, but authentic leadership isn't possible without taking account of this question.

What breaks your heart? What chapter of your life has most affected you? What do you find yourself often ranting about? What revolution will you lead?

## 4. What can you do that you can be paid for?

What service, value or offering do you bring, or could you bring, that brings real value to others? Something people need and are happy to pay for or share some value in exchange?

**Notes:** Take some time to write whatever ideas come up for you in each circle, then look for areas of natural overlap. Reflect on the sum total of these elements and how they may relate to each other. Bring yourself quietly to the centre of the circles and leave space in your mind for whatever impulse or calling may emerge naturally in the coming days. Contact Alex at SWYL for help with your next steps - [ab@alexbrenan.com](mailto:ab@alexbrenan.com)