Life Value: Ikigai

Ikigai is a great tool to help entrepreneurs who are conceptualising a new venture to develop a new business idea which directly aligns to their values or passions. It can also assist an existing entrepreneur to realign their business and find greater meaning and purpose in their work. It enables them to 'connect the dots' between the work they are doing, the problems they are trying to solve through their business, and their passions. If they are already on the right path in their entrepreneurial ventures, it can help to provide renewed energy and motivation, helping mentees to think of the bigger picture, rather than getting bogged down in the detail.

Process:
- Identify their passions: Entrepreneurs can reflect on the things they enjoy doing the most, what brings them happiness and fulfilment, and how they can bring more of this into both their work and their free time
  - ◇ In what do you get lost, and lose track of time?
  - ◇ What makes your eyes light up?
  - ◇ What did you enjoy doing today?
- Determine their unique talents and skills: Entrepreneurs can reflect on their strengths and determine what they are best suited to do
  - ◇ Why do people ask for your help?
  - ◇ What comes naturally to you?
  - ◇ What were you good at as a child?
- Determine what the world needs: Entrepreneurs can identify a global problem that they are passionate about solving. This could be an issue they have personally experienced, or something they have observed in their industry or community
  - ◇ What challenges are your society or community facing?
  - ◇ Which of these challenges do you think you can solve and make you excited?
- Determine what they can be paid for: Entrepreneurs need to identify ways in which they can monetise their passions and talents. This could be through creating a product or service that solves a need, or through finding a unique niche in their industry
  - ◇ What has earned you money in the past?
  - ◇ What has earned you the most money in the past?

Life Value: Ikigai

Satisfaction, but feeling of uselessness

What you **LOVE**

PASSION

MISSION

Delight and fullness, but no wealth

What you are **GOOD AT**

Ikigai

What the world **NEEDS**

Comfortable, but feeling of emptiness

PROFESSION

VOCATION

What you can be **PAID FOR**

Excitement and complacency, but sense of uncertainty