Mind map

Ikigai: the direction of your work

What Ikigai is

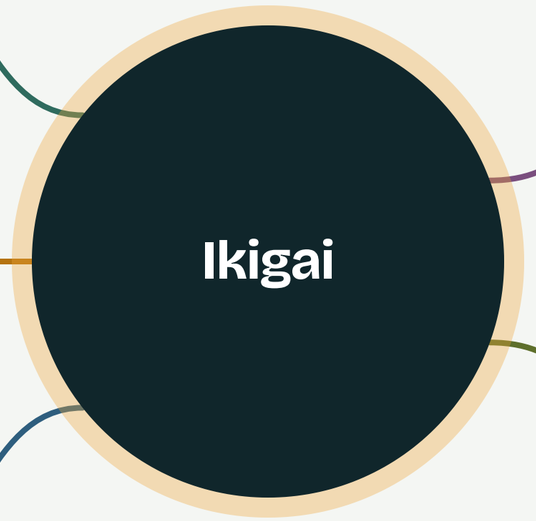
- A reason for being, in Japanese
- Meaning found in everyday life
- In the West, four questions

The four questions

- What do you love doing
- What are you good at
- What does the world need
- What would people pay for

Partial overlaps

- Love and talent: fulfillment without income
- Security without love feels empty
- They reveal where dissatisfaction comes from



For leaders

- Productivity without purpose wears you down
- Results on autopilot
- Reorient before burnout sets in

In practice

- Honest answers, not idealized ones
- Map your current overlaps
- Small adjustments, not radical turns

Action plan

1. Answer the four questions honestly
2. Identify where the areas already overlap today
3. Find which dimension is most missing from your work
4. Adjust gradually, with small course corrections

Key takeaway

> Ikigai rarely demands a radical turn: small adjustments already bring your work closer to what gives it meaning.

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