

HOW TO FIND IKIGAI



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What brings you joy? What makes you feel alive and fulfilled? What is your passion? It doesn't matter whether you are good at it or if it can be profitable. Just write down everything that makes you happy.

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Talents, skills, capabilities, and hobbies. Even these which you don't love or the world needs. Just list your fields of expertise.

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What is the pain of the world? Of the society or your community? People around you? What help do they need? What could make them feel better?

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What skills, talents, and passions of yours are in demand?



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Now highlight all the words that reoccur in all four circles. Do you see any pattern? Look in this direction. IKIGAI is a way to focus on what you are passionate about and how you might be of service to others. It can be a starting point of your entrepreneurial journey.