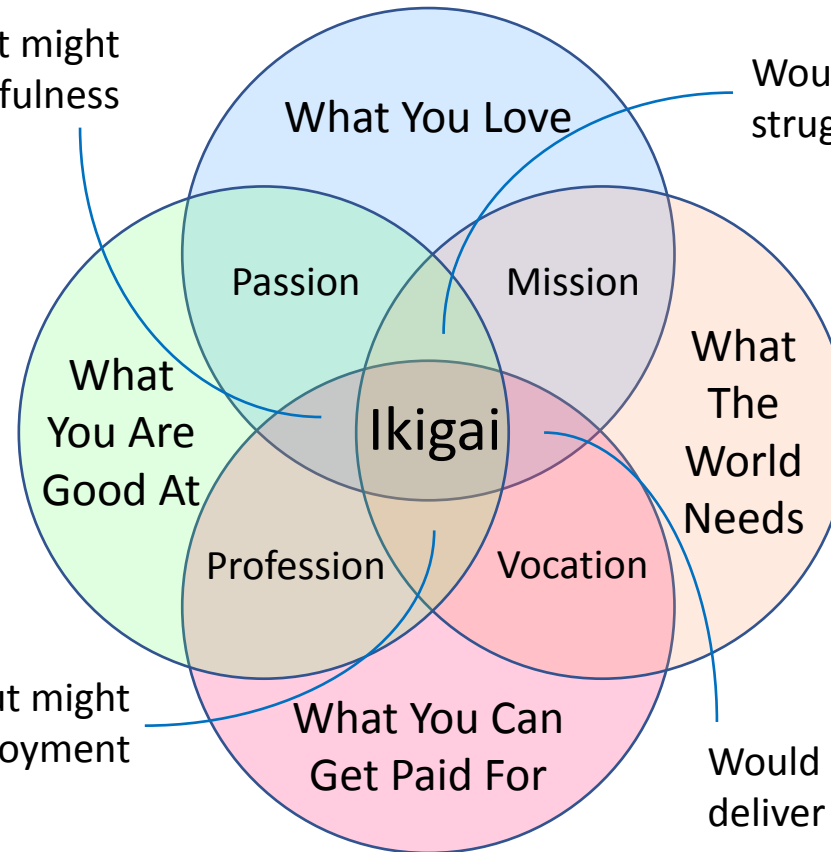


# Ikigai – “A Reason for Being”

- You are inherently interested in the topic
- You lose yourself in the activities
- You care deeply about it

Would be great, but might miss the sense of usefulness

Would be great, but might struggle for money



- You are sought out to serve or advise others
- You feel a sense of mastery
- Your skills & delivery are superior to others

- What you do makes a difference
- You are helping solve a pressing problem
- You feel a sense of pride in the part you play

Would be great, but might suffer without enjoyment

Would be great, but might struggle to deliver / compete in market

- There is funded demand for what you do
- There is no oversupply of what you do
- You can access the market for what you do