



FINDING YOUR IKIGAI

When it comes to work, finding your 'place' is truly enlightening.

Are you ready to challenge the idea that your personal life, work and passions are all separate and unrelated?

Have you found the intersection between what you're good at, what organisations need and what you truly enjoy doing? And can you get paid for it?

In Japanese culture, this place is called **ikigai**, (pronounced eye-ka-guy) which roughly translates to 'reason for being'.

If you've ever felt a kind of conflict between what you enjoy doing, what makes you bounce out of bed in the morning and the practicality of needing to be paid, chances are you haven't yet found your ikigai.

If finding purpose in your work is important to you, understanding ikigai is a great place to start.

The best part is that your purpose or 'reason for being' doesn't have to involve quitting your job and becoming a volunteer for a cause you believe in – it's more simple and subtle than that!

While we believe everyone deserves to love the work they do, we're certainly not suggesting that work should be the most important thing in your life.

But when it comes to work, most of us want to do something that matters.

Ikigai is about finding meaningful, fulfilling work which can bring you joy and balance in daily life.

Ready to find your ikigai? Here are some questions to ask yourself

- What are my skills – inside and outside work? What do I do well?
- What have I enjoyed studying/learning about most?
- Do I have friends with jobs that interest me?
- When I see a job advertisement that excites me, what is it that creates that excitement?
- Which of my previous jobs did I love the most and why?
- What topics do I enjoy talking about with friends?
- If all jobs paid the same, what would I do?
- If I could try someone else's job for a day, what would it be?
- What is my personal wish list ie my 'top 5' criteria for a great job?

Finding the right job can be challenging and it's different for everyone.

If your current job or even your next job isn't a perfect fit, don't sweat it.

Research shows the average Australian will have 17 jobs and up to 5 different careers during their working life.

