

# Ikigai for Business

## Finding Purpose and Meaning in Business Organizations

The concept of *ikigai* became increasingly popular in recent years. It was mainly discussed in the context of longevity particularly in Japan. Combining the word *Gai* (deriving from *Kai* – something very valuable) with *Iki* meaning (everyday) life: *ikigai* is therefore referred to as The **Purpose of Life** or The Reason Why You Get Up In The Morning. So basically, the term refers to a **meaning full happy life**. A diagram shows its remarkable simplicity and depth at the same time. It consists of four main circles for

- That which you love
- That which you are good at
- That which you can be paid for
- That which the world needs



By combining the four circles in the diagram overlapping areas for Passion, Mission, Profession and Vocation are created, the *ikigai* can be found where all spheres overlap.

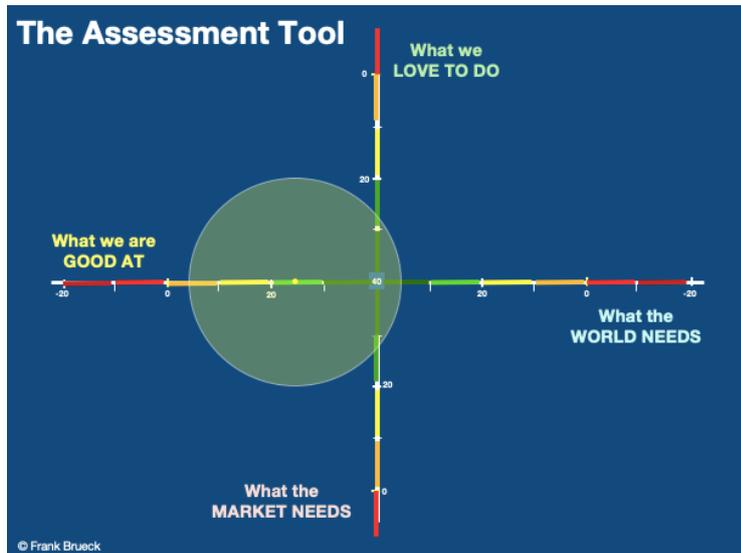
### Find Your *Ikigai* in Business

We define the *Ikigai of Business* as the reason why we do business or the **purpose and meaning of our corporate activities**. Like on the individual level we are looking for meaning and purpose, mission and passion, joy/happiness and success. The specific challenge here is the fact that we have to focus on a collective as well as an individual state in the business context. The individual happiness of an entrepreneur or a worker in a factory or a business partner is not the only yardstick in this case. The claim of the *ikigai of business* has to be that a sufficiently strong collective state of *ikigai* has to be reached in and around a business organization, and that this state supports or even enables the individual *ikigai* of its stakeholders.

### *Ikigai* Assessment

By assessing the *ikigai* levels of your organization and the individuals therein we can provide you with detailed feedback on the business type and organizational culture of your company.

Based on these results we can create a development plan to master the necessary steps for the integration of purpose, meaning and success for your company.



Any combination of the four main dimensions of *ikigai* in business can provide valuable insights into where a company is positioned and what business type describes the organization most accurately. The segments can be best identified by regarding those areas of the graphic model in more closely in which at least two circle dimensions overlap. These 8 segments with two or three overlapping dimensions are

positioned around the centrally positioned *ikigai* area, where all four dimensions overlap. Each of these 8 segments represents a distinctive corporate culture influenced by the dimensions it consists of.

### ***Ikigai* Development Workshops**

In our workshops we will address the individual and collective levels of *Ikigai* in your organization. Deep rooted reflections and creative development sessions will support the development of the vision for an integrated purpose- and meaningful workplace. We will evaluate the values and actions that can bring you closer to the organizational culture that makes your company flourish and successful.

#### Workshop Outcomes for you:

- A clear assessment on your organizational culture and value structure with all its strengths and weaknesses
- Insights from understanding the reasons for the dominant business type of your company
- Development of a *Ikigai* vision for the organization and its individuals
- Identifying the gaps between presence and the desired state
- Generating your specific organizational development plan
- Highlighting the necessary steps to trigger the change process
- Creating and designing the transformation action
- Aligning individual development plans with the collective one