

IKIGAI

A Japanese concept meaning 'a reason for being'

What I Love

- What activities make you feel most alive or in flow?
- If money and time weren't a factor, what would you spend your days doing?
- What topics or hobbies are you naturally drawn to?
- What kinds of people or experiences energize you?

What I Am Good At

- What skills or talents do others frequently compliment you on?
- What do people often ask you for help with?
- What comes easily to you?
- What have you been praised for at work?



What the World Needs

- What problems in your community or industry do you care about solving?
- Who do you feel most called to help or serve?
- What positive change do you want to contribute to in the world?
- Are there unmet needs that you feel passionate about addressing?

What I Can Be Paid For

- What services or expertise have you been paid for in the past?
- What job roles or businesses are people willing to pay for right now?
- Are there skills you have that are in high demand?
- Could you turn any of your passions into income-generating work?



ROOT CAUSE
COACHING