ikigai is the Japanese concept of "a reason for being". Everyone has an ikigai. To find it requires a journey of self discovery. But the search is worth it. Your ikigai is the meaning to your life.

REASONS for Being

- **What you love**
- **What the world needs**
- **What you are good at**
- **What you can be paid for**

**IKIGAI**
- Delight and fullness but no wealth
- Satisfaction but feeling of uselessness
- Excitement and complacency but sense of uncertainty
- Comfortable but feeling of emptiness