

# *Journey to Ikigai*

Unearthing Your  
Career & Life's Purpose



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# Understanding Ikigai and integrating CliftonStrengths

## Welcome to your personal journey towards discovery and fulfilment.

This workbook invites you on an enlightening journey through the ancient Japanese concept of Ikigai, enhanced by the integration of CliftonStrengths. Ikigai, a term combining "iki" (生き), meaning "life," and "gai" (甲斐), meaning "worth," represents "a reason for being." In the Western context, Ikigai is often visualised at the intersection of four key elements: your passions, your talents, the world's needs, and viable compensation. It's in the pursuit of this convergence that fulfillment and joy are found.

In today's fast-paced world, it's easy to overlook what's truly important. "Journey to Ikigai" is not just a workbook; it's a guide for uncovering the layers of your aspirations, talents, and societal contributions. This workbook leads you to discover your unique Ikigai, inspiring a life rich in joy, purpose, and continual growth.

Within these pages, you'll explore the concept of Satori from Zen Buddhism, similar to the 'Aha! Moment' in Western culture. This method emphasises embracing deep insights and recognising each step as essential in your journey towards self-discovery and personal evolution.

*"iki" (生き)  
meaning "life"*

*"gai" (甲斐)  
meaning "worth"*

*A reason  
for being*



Integrating CliftonStrengths into the Professional Pillar of Ikigai adds a powerful dimension to this exploration. CliftonStrengths, a renowned assessment tool, helps you identify and embrace your inherent strengths – the natural talents that lie within you. Understanding these strengths is key to realising what you excel at professionally, thereby deepening your insight into the Profession Pillar of Ikigai.

Your journey through this workbook is dynamic, serving as a canvas for your thoughts, discoveries, and the gradual unfolding of your Ikigai. It's a journey marked by deep self-exploration, reflecting on your past, present, and the future you aspire to create. By aligning your actions with your true essence and leveraging your innate strengths, you'll find a path that resonates with your core motivations and values.

Embark on this path with an open heart and a curious mind. Discovering your Ikigai, enriched by your CliftonStrengths, is a path filled with personal insights and opportunities for Satori Moments, illuminating the true beauty and purpose of your life.

Prepare to explore, reflect, and grow as you journey towards a life that not only fulfills you but also contributes meaningfully to the world around you.

*It's a  
journey  
marked by  
deep self-  
exploration,*

*reflecting on  
your past,  
present and  
the future  
you aspire  
to create.*

## Case Study

# Grace's Journey from Makeup Artist Dreams to Graphic Design Mastery

As a child, Grace aspired to be a makeup artist, drawn to the world of beauty and creativity. However, her path led her to become a successful graphic designer, specialising in logos, websites, and marketing collaterals.

Grace's path to finding her Ikigai is a story of evolving ambitions and the harmonisation of her passions, skills, purpose, and financial aspirations, deeply enriched by her

CliftonStrengths: *Connectedness, Activator, Positivity, Learner, and Adaptability.*

*"The only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do."*

– Steve Jobs



## Case Study – Grace's Ikigai

Let's break down Grace's story according to the four pillars of Ikigai:

### Passion:

#### What She Loves

##### *Embracing Creative Expression*

Grace's early fascination with beauty and makeup was a doorway to her true passion: graphic design. Her joy in crafting visually stunning and impactful designs is at the heart of her work, fueled by her innate creativity and aesthetic sense.

### Profession:

#### What She is Good At

##### *Harnessing Artistic Talent and Technical Skills*

Grace excels in transforming concepts into engaging visual creations. Her artistic flair, coupled with proficiency in graphic design tools, enables her to excel in her field, creating logos, websites, and marketing materials that resonate with audiences.

### Purpose/Mission:

#### What She Believes the World Needs

##### *Meeting the World's Needs*

Grace understands the power of visual communication in today's digital world. Her designs do more than just look good; they convey messages, evoke emotions, and connect brands with their audiences. This alignment of her work with the evolving needs of the digital era embodies her mission.

### Profit/Vocation

#### Her Earning Potential

##### *Turning Passion into a Sustainable Career*

Grace's journey from a makeup enthusiast to a professional graphic designer also reflects her ability to adapt her passions into a viable career. Her expertise in graphic design not only fulfills her creatively but also provides a sustainable income, showcasing a perfect blend of passion and profitability.

# Integrating CliftonStrengths

Profession:

## What Grace is Good At – She Leads With Relationship Building

### Connectedness

Grace's sense of interconnectedness allows her to create designs that resonate with her clients' vision and audience.

### Activator

Her go-getter attitude propels projects forward, turning ideas into tangible outcomes.

### Positivity

Grace's optimistic outlook infuses her work with a vibrant and engaging energy.

### Learner

Her continuous pursuit of knowledge keeps her designs innovative and fresh.

### Adaptability

Grace's ability to pivot and adjust to new trends and client needs, keeps her work relevant and dynamic.





# Grace's Ikigai: Intersections of Passion, Profession, Purpose, and Profit

## *Passion + Profession*

### **Heart's Calling**

Grace's love for aesthetic creativity, blended with her graphic design skills, transforms her work into a deeply fulfilling profession, enriched by her Activator and Learner strengths.

## *Passion + Purpose*

### **Unearthed Mission**

Her enthusiasm for design goes beyond aesthetics, aligning with her purpose to enhance visual communication, a mission deeply rooted in her strength of Connectedness.

## *Profession + Profit*

### **Professional Domain**

Grace's expertise in graphic design secures her financial stability and professional satisfaction, with her Positivity and Adaptability ensuring resilience in her career.

## *Purpose + Profit*

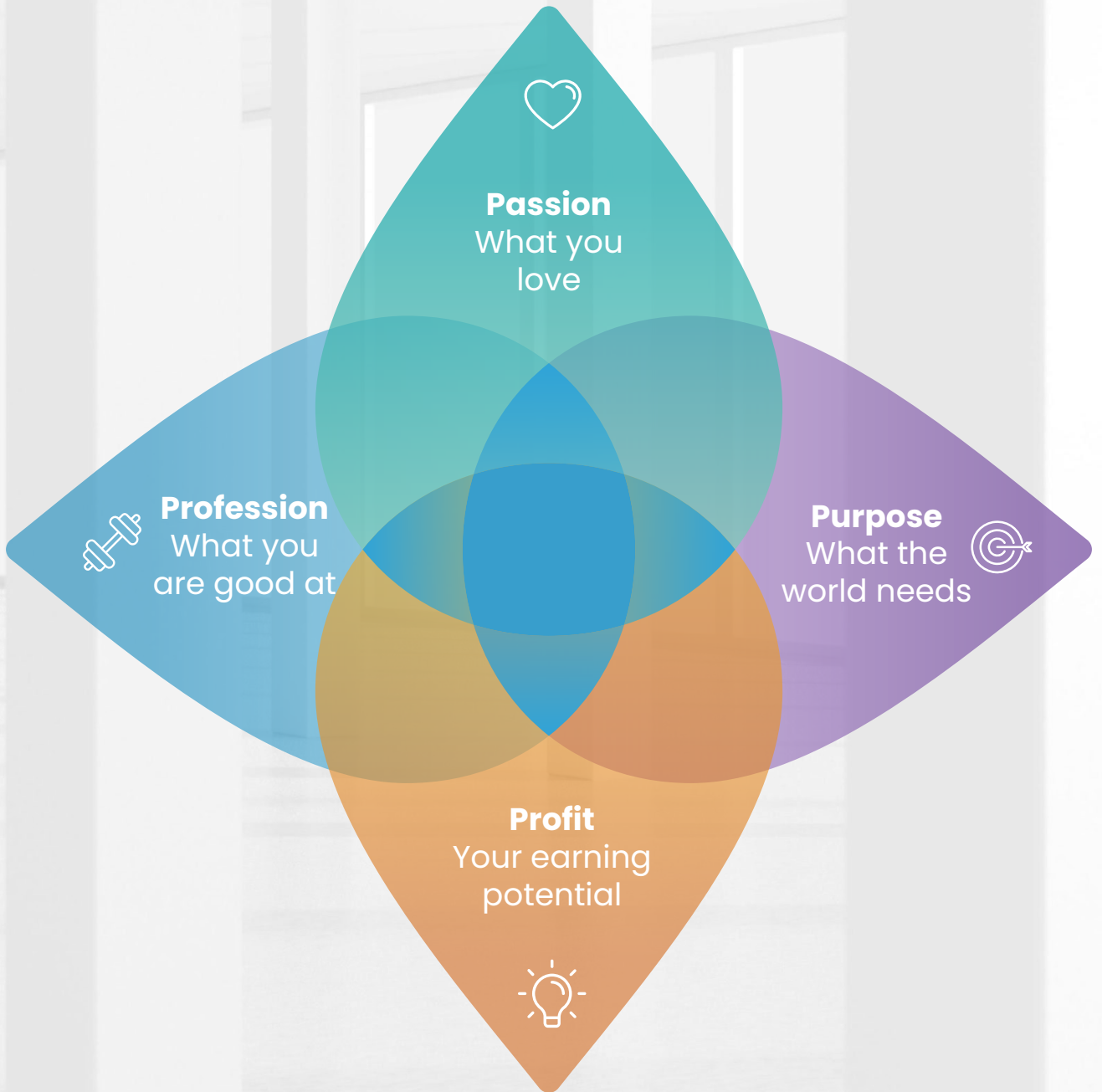
### **Purposeful Career**

Merging her purpose of improving communication through design with its profitable aspects, Grace forges a meaningful and sustainable career path, embarking on scaling her business beyond being a solopreneur.

Grace's journey from makeup enthusiast to acclaimed graphic designer illustrates the effective fusion of CliftonStrengths with Ikigai. Her strengths, including *Connectedness*, *Activator*, *Positivity*, *Learner*, and *Adaptability*, refined her skills and enhanced personal fulfillment. This synergy of innate talents and aspirations transformed her passion into a thriving career, exemplifying the blend of personal satisfaction and professional excellence.



# The 4 Pillars of Ikigai



# A Journey into Self-Discovery

In our journey of self-discovery through the Ikigai framework, we aim to deepen your understanding of personal aspirations and potential, integrating the CliftonStrengths assessment to enhance this exploration. This approach not only brings to light your outward strengths but also delves into your inward talents; key for swiftly realising your Ikigai. By blending philosophical insights with practical applications, we align introspective fulfillment with your inherent strengths.

The CliftonStrengths framework defines strengths as the ability to consistently achieve positive outcomes through excellent performance in a specific task, merging talents, skills, and knowledge. It identifies 34 themes categorised across four domains: Strategic Thinking, Influencing, Relationship Building, and Executing, aiding in pinpointing the primary domain where an individual excels, and thereby facilitating a more effective journey towards personal and professional growth as it focuses on what is “RIGHT” with people.

## PEOPLE WHO FOCUS ON USING THEIR STRENGTHS...



are **3x** as likely to report having an excellent quality of life

## *Integrating CliftonStrengths in the Profession Pillar*

### *Understanding Inward vs. Outward Talents*

**Inward Talents (CliftonStrengths):** These are inherent strengths and natural patterns of thinking, feeling, and behaving. They are fundamental to an individual's character and are often consistent across different areas of life.

**Outward Talents (Professional Skills):** These include acquired skills, expertise, and abilities that are honed through education, training, and professional experience.

*The Benefits of the CliftonStrengths Assessment:*

- **Increase Self-awareness:** Offers a deeper understanding of one's natural talents, which might not be immediately apparent.
- **Development Focus:** Helps individuals focus on nurturing and leveraging their strongest talents for professional growth.
- **Tailored Growth:** Encourages a personalised development journey, aligning one's career with their innate abilities.

*Linking to Ikigai Profession Pillar:*

- **Ikigai Profession Aspect:** Traditionally about recognising outward talents and skills useful in a profession.
- **CliftonStrengths Integration:** Adds an inward dimension, revealing intrinsic strengths that can be honed into professional skills.
- **Outcome-Driven:** A more comprehensive view of one's professional capabilities, combining both internal strengths and external skills.

*Fast-Tracking Ikigai Realisation with CliftonStrengths:*

Incorporating CliftonStrengths allows individuals and teams to rapidly identify and align their professional talents with their passion, purpose, and profit, enhancing their Ikigai realisation for increased fulfillment and effectiveness.

# PEOPLE WHO FOCUS ON USING THEIR STRENGTHS...

are **6x** as likely to be engaged in their jobs



*Strengths = Talents + Skills + Knowledge*

Let's dive into the 4 pillars of Ikigai.



## PILLAR 1

### **Passion**

#### What You Love

Think about what ignites your spirit. Is it the joy of creating art, the excitement of sports, the tranquillity of reading, or perhaps cherished moments with family? What are the sparks of passion in your childhood or early adulthood that truly move you?

*Example: As a child, Grace aspired to be a makeup artist, drawn to the world of beauty and creativity, leading her to become a successful graphic designer who revitalised not just her art but her approach to design.*



## PILLAR 2

### **Profession**

#### What You Are Good At

Now, reflect on your talents, knowledge and skills. What innate abilities do you possess? Whether it's a mastery of a craft, an artistic talent, or a knack for storytelling, this is about recognising and honing your strengths.

*Example: Ash's coding skills, coupled with his strategic talent for dissecting complex issues, enables him to craft innovative solutions, transforming coding challenges into opportunities for inventive software development.*



### PILLAR 3

## Purpose

### What The World Needs

Consider how you can serve the world. It's not about a saturated market but about where your passion meets the world's needs. Whether it's in the realm of emerging technology or addressing fundamental human necessities, explore where your heart aligns with the world.

*Example: Pierre's passion for sustainable living turned into a purposeful venture when he started his eco-friendly products line.*



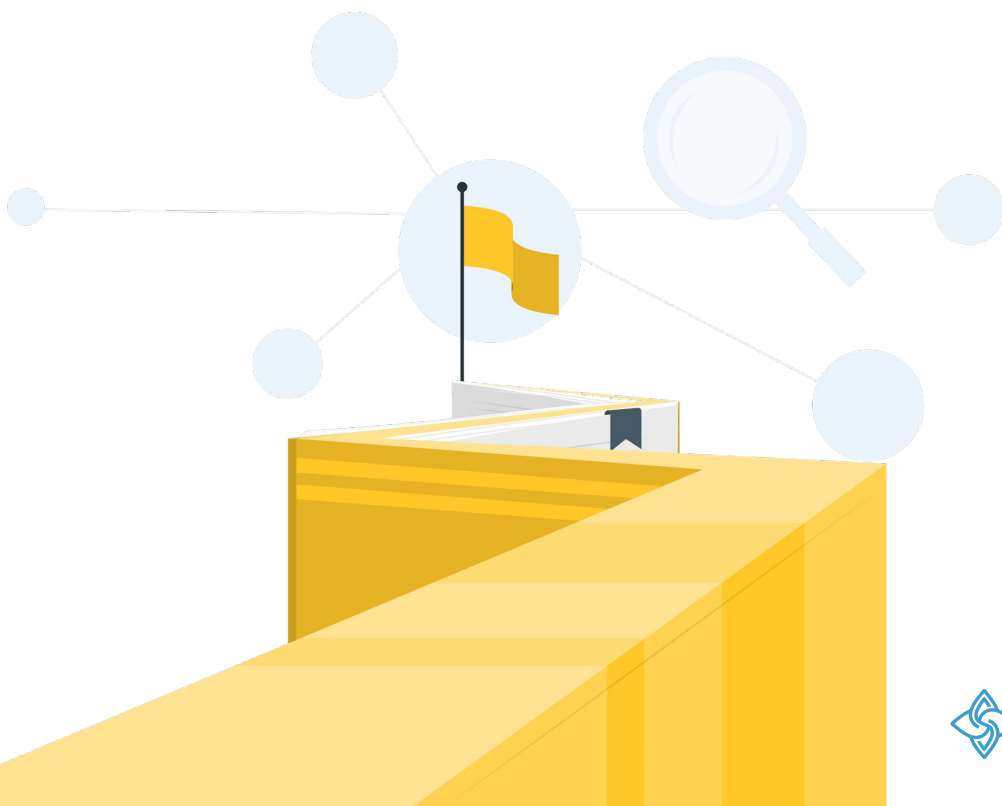
### PILLAR 4

## Profit

### Your Earning Potential

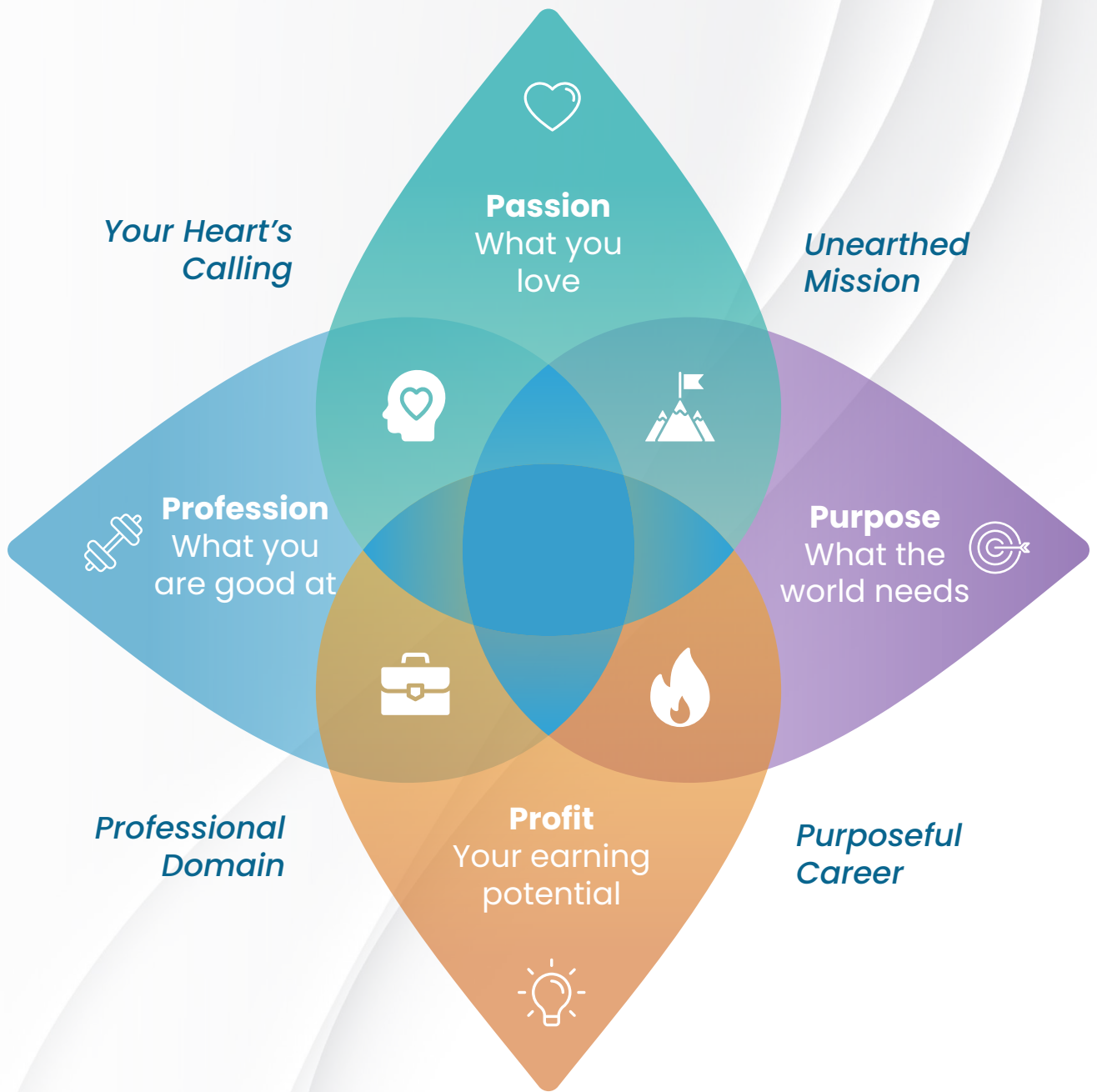
Identify how your passions and skills can yield a livelihood. It's about finding the intersection where your abilities meet the world's demands, whether that means being a dedicated educator or an innovative entrepreneur.

*Example: Through her passion for music and skill in teaching, Samantha found a profitable and fulfilling career in music education.*



# Finding Your Ikigai

## The Convergence



# The Intersections of Ikigai

The Ikigai model's true potential is realised at the intersections of Passion, Profession, Purpose, and Profit. CliftonStrengths adds depth to these intersections by revealing unique patterns that influence our actions, collaborations, and methods. This integration helps us understand and harness our innate talents, aligning them with the Ikigai pillars for deeper fulfillment and effectiveness.



*Passion + Profession:*

## **Your Heart's Calling**

This intersection is where your passions align with your natural talents, creating a space where skill meets engagement and invigoration.

*Example: Emily's love for writing, combined with her storytelling skills, has made her a celebrated author, turning her writing into more than just a skill, but a fulfilling way of life.*



*Passion + Purpose:*

## **Unearthed Mission**

When your passions meet the world's needs, you find a mission. This is about harmonising your desires with societal necessities, forging a rewarding purposeful path.

*Example: Dieter, an environmental enthusiast, who launched a renewable energy startup, effectively marrying his passion with a crucial global need.*





*Profession + Profit:*

### **Professional Domain**

This intersection focuses on how your strengths can lead to financial stability. It's where professional competence meets success, even if it doesn't always align with your deepest passions.

*Example: Anna, a talented software developer, has found a stable and successful career in the lucrative tech industry, despite programming not being her ultimate passion.*



*Purpose + Profit:*

### **Purposeful Career**

This intersection is where your role in serving the world meets a sustainable livelihood. It's about work that pays and fulfills a deeper sense of purpose.

*Example: Simon, who's passionate about ethical farming, has built a sustainable business that supports him and contributes to environmental conservation.*

***"The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well."***

*- Ralph Waldo Emerson*

## My Ikigai

# Discovering Strengths: From Childhood Dreams to Coaching Realities

As we venture deeper into personal journeys that embody the essence of Ikigai, it's time to narrate my tale—a chronicle that traverses through varied terrains, ultimately leading me to my life's passion as a Talent, People and Culture Gallup Certified Strengths Coach.



### **The Spark of Service**

Ever since my younger days, a fire kindled within me—a desire to serve, to make a tangible difference in the lives of others. Initially, I visualised this service taking form as a beautician, imagining the myriad ways I could uplift spirits through the art of external transformation. However, as often happens, destiny had its own designs.

### **The Detour of Destiny**

In my early twenties, while still harbouring dreams of beautifying souls; life steered me towards recruitment. This seemingly unrelated detour marked the beginning of my journey in people development and engagement, starting in 2003. Here, I unearthed a natural talent for understanding people, recognising their strengths, and aligning them with roles that nourished their passions. My intuitive approach to building strengths-based cultures began to take shape, even before I fully understood the concept.

## **The Turning Point**

During this phase, a pivotal client experience altered my professional path. Experiencing my ability to uncover and leverage individual strengths, I guided the client through a successful career shift from traditional banking to e-commerce, aligning with their core strengths and aspirations.

Six months later, this client introduced me to CliftonStrengths. His excitement and complete support were evident as he had just completed a workshop using this framework and immediately thought of me, providing me with all the materials I needed to explore it further. This framework offered scientific validation for my intuitive practices, leading to a revelation! I became a Gallup Certified Strength Coach in 2013.

## **The Evolution into Facilitating and Building Strengths-based Teams & Cultures**

As a strengths-based facilitator, I focus on cultivating strengths-based cultures within tech startups and scale-ups, employing a comprehensive Employee Experience framework. My approach combines Western methodologies and Eastern wisdom to empower individuals and foster purpose-driven careers in these dynamic sectors.

I find great fulfillment in being the change I wish to see, aligning with Ikigai principles of passion, profession, purpose, and profit. My work brings daily happiness and continuous growth, enhancing my ability to serve a growing clientele, helping them thrive while fueling my passion to make a meaningful impact in the world.

## My Ikigai

Let's break down my story according to the four pillars of Ikigai:

### Passion:

#### **What I Love**

*Embracing Service and Transformation*

My journey began with a desire to serve and transform lives, first envisioned through beautician work. This passion evolved into empowering others, leading me to strengths facilitation, where I help people realise their potential and achieve growth.

### Profession:

#### **What I Am Good At**

*Excelling in People Development and Coaching*

Transitioning from beautician aspirations to recruitment, and finally as a Gallup Certified Strengths Coach, I've honed my talent in understanding and nurturing people's strengths. Guiding individuals and teams towards their potential is where I excel.

### Purpose:

#### **What The World Needs**

*Fostering Strengths-Based Cultures*

I'm committed to nurturing personal and professional development in today's fast-paced environment, concentrating on empowering tech startups and scale-ups by implementing a comprehensive Employee Experience framework, that cultivates a culture of strengths and well-being.

### Profit:

#### **My Earning Potential**

*Turning Passion and Expertise into a Sustainable Career*

My career journey reflects my ability to adapt and grow my passions into a rewarding profession. As a strengths-based facilitator, what I do fulfills me immensely and ensures a sustainable professional path, blending passion and profitability.

# Integrating CliftonStrengths

Profession:

**What I Am Good At - I Lead With**

**Influencing**

## Maximizer

I focus on cultivating people's strengths to drive excellence.

## Adaptability

I navigate diverse career paths, aligning them with my evolving passions.

## Strategic

I see potential pathways and make informed decisions.

## Activator

I turn insights into actions and motivate others.

## Relator

I build deep, meaningful relationships with my clients.



# My Ikigai: Intersection of Passion, Profession, Purpose and Profit

## *Passion + Profession*

### **Heart's Calling**

My passion for empowering others is magnified by my Maximizer talent, with my adaptability and strategic thinking enhancing my facilitation skills. This synergy makes my work deeply fulfilling.

## *Passion + Purpose*

### **Unearthed Mission**

Driven by a Strategic and Activator mindset, I'm passionate about growing strengths-based cultures in tech startups and scale-ups, utilising a comprehensive Employee Experience framework.

## *Profession + Profit*

### **Professional Domain**

My proficiency in strengths-based development, fueled by my Maximizer and Strategic talents, ensures both financial stability and professional fulfillment.

## *Purpose + Profit*

### **Purposeful Career**

Blending my Relator and Adaptability strengths, I merge my purpose of enhancing workplace well-being with facilitation across individual, team, and organisational levels, forging a meaningful and sustainable career.

My transformation from an aspiring beautician to a strengths facilitator illustrates the integration of CliftonStrengths with Ikigai. My strengths — Maximizer, Adaptability, Strategic, Activator, and Relator — have shaped a successful career that is both personally satisfying and professionally rewarding.



An aerial photograph of a winding asphalt road through a dense, green forest. The road curves from the top right towards the bottom left. Several cars are visible on the road: a red car, a white car, and a blue car. A semi-transparent blue rectangular overlay is centered on the image, containing white text. The overall scene is lush and natural.

# Your Journey To Ikigai

*“Work to live,  
Not live to work.”*



# The Dynamic Nature Of Ikigai

As life progresses, our Ikigai evolves with our passions, strengths, and changing world needs. Recognising this dynamic is vital for fulfillment. Your purpose now may differ from the future, embodying life's beauty.

## **Reflective Questions/Exercises:**

### *Passion and Overcoming Challenges:*

- Reflect on a time when your passion helped you overcome a challenge. How did it feel?
- Optional: If you have completed the CliftonStrengths Assessment, identify which of your top strengths were at play during this time. Understanding how your strengths complement your passions can offer deeper insights.

### *Skills and Contribution:*

- List three skills you are proud of.
- Think about how these skills could contribute to your community or the world.
- Optional: If you know your CliftonStrengths, align these skills with your identified strengths to see how they can work together in a broader context.

### *Alternative Professions and Ikigai:*

- Imagine a world where your current job doesn't exist. What other profession would align with your Ikigai?
- Optional: Consider how your CliftonStrengths, if known, could adapt to or be utilised in this new role.

# The Dynamic Nature Of Ikigai

## *Reflection on Personal and Professional Alignment:*

- Embarking on the quest of discovering your Ikigai involves reflection, dedication, and patience.
- Optional: If you are aware of your CliftonStrengths, reflect on how each strength can lead you closer to realizing your Ikigai.

## *Introspection Journey:*

- Encourage yourself to introspect on your own Ikigai, pondering the crossroads in your life—passions, talents, societal needs.
- Optional: If you have completed your CliftonStrengths Assessment, think about how these strengths intersect with your passions and talents. This can help you discover your unique path to contentment and purpose.

## *Let's Begin:*

Start this journey with an open heart and mind. Whether or not you have explored your CliftonStrengths, consider what you love, what you are good at, and how you can meet societal needs. This holistic approach will help uncover a deeper and more impactful understanding of your Ikigai.

*"Your purpose in life is to find your purpose and give your whole heart and soul to it."*

*- Gautama Buddha*



## Part 1: The Four Pillars of Ikigai

### Pillar 1:

#### **Passion** "What You Love"

Discovering your passion is about reconnecting with joy and excitement in your life. Reflect on the moments when you feel a sense of pure elation, the kind that makes you lose track of time. Consider the following questions to unearth your true passions:

#### **Questions:**

- When do you feel pure joy in your daily life?
- What did you love doing as a child that you have since forgotten?
- When do you feel the most joy and excitement in your day?
- Which hobbies or tasks would you do even if no one paid you?

**Exercise:** List activities that make you lose track of time.



## Part 1: The Four Pillars of Ikigai

### Pillar 1:

#### **Passion** "What You Love"

##### **CliftonStrengths-Enhanced Reflection**

*Reflect on a recent moment when you felt exceptionally competent and energised. What were you doing, and why did it feel so rewarding?*

This question invites you to think about instances where you naturally excelled and felt a deep sense of engagement. Even if you haven't identified your specific CliftonStrengths yet, this reflection can give you clues about your innate talents and passions. It's about recognising those activities or tasks where you felt most "in the zone", which often are indicators of your underlying strengths and passions.



## Part 1: The Four Pillars of Ikigai

### Pillar 2:

#### Profession "What You Are Good At"

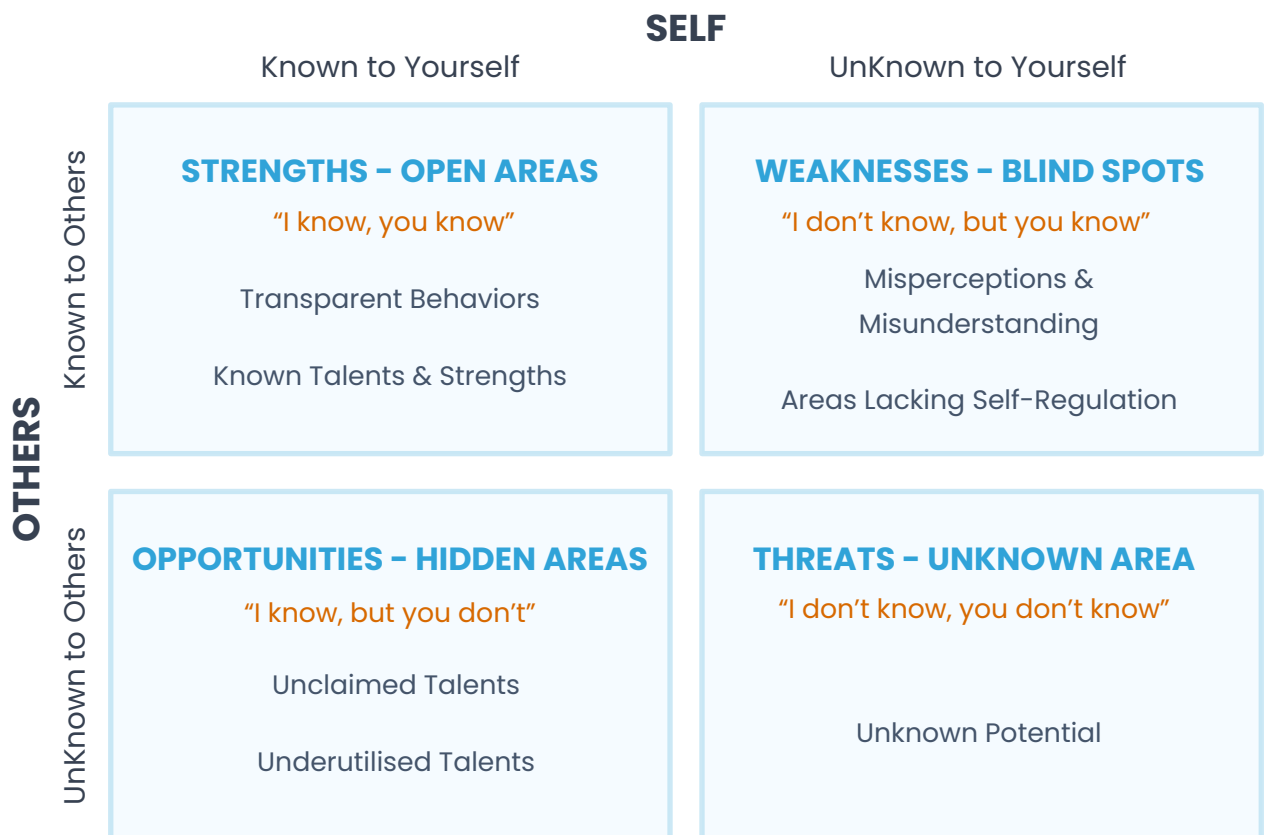
Identifying your profession in the context of Ikigai means aligning your practical abilities with what can sustain you financially. It's about harmonising your talent, skills, and experiences for satisfaction. Let these questions guide your introspection:

#### Questions:

- Reflect on fulfilling tasks in your career. Which could you do every day?
- Think about the skills you possess that others value. Which of these gives you a sense of pride and accomplishment?
- Imagine your best workday. What tasks were you engaged in, or not engaged in, that made it the best?

**Exercise:** Conduct a personal SWOT analysis / Johari Window Model

[Watch how it works](#) to determine your strengths and weaknesses.





# My Strength and Weaknesses

*“Our ability to achieve excellence and get the most out of life is connected to the extent to which we intentionally build strengths from our talents.”*

## SELF

Known to Yourself

UnKnown to Yourself

Known to Others

### STRENGTHS - OPEN AREAS

“I know, you know”

### WEAKNESSES - BLIND SPOTS

“I don’t know, but you know”

OTHERS

UnKnown to Others

### OPPORTUNITIES - HIDDEN AREAS

“I know, but you don’t”

### THREATS - UNKNOWN AREA

“I don’t know, you don’t know”



## Part 1: The Four Pillars of Ikigai

### Pillar 2:

#### **Profession** "What You Are Good At"

##### **CliftonStrengths-Enhanced Reflection**

*Think about a time when you felt highly effective and productive at work. How did your approach or mindset contribute to this success?*

This reflection is designed to help you identify aspects of your work that align with your natural strengths, even if you're not yet familiar with your specific CliftonStrengths. It encourages you to consider how your unique approach or thinking pattern leads to effective and satisfying work experiences, offering insights into the skills and talents that make up your professional pillar in Ikigai.

Click the below link to learn more about the assessment options and how to proceed. Whether you choose to reveal your Top 5 strengths or go for the Comprehensive 34, each assessment will offer you in-depth insights that can significantly enhance your journey within the Ikigai framework.

**CliftonStrengths Assessment Enquiry [HERE](#)**





## Part 1: The Four Pillars of Ikigai

### Pillar 3:

#### **Purpose** "What The World Needs"

Your purpose or mission is linked to what you feel deeply about—activities that give you a sense of purpose and make you feel 'alive.' As you ponder your mission in life, let these questions guide you:

#### **Questions:**

- What issues or problems in the world do you feel passionate about addressing or contributing to?
- If money were not a concern, how would you choose to spend your time and energy in a way that benefits others or the world?
- Think about a time when you made a significant positive impact on someone or a situation. What were you doing, and how did it make you feel?

**Exercise:** Reflect on moments you felt your contributions made a difference.



## Part 1: The Four Pillars of Ikigai

### Pillar 3:

#### **Purpose** "What The World Needs"

#### **CliftonStrengths-Enhanced Reflection**

*Consider a situation where you felt deeply connected to a cause or purpose. How did your natural strengths play a role in this connection or the actions you took?*

This reflection aims to help you identify the alignment between your inherent strengths and the causes or purposes that resonate with you deeply. Even without knowing your specific CliftonStrengths, understanding how your natural talents and inclinations drive your purposeful actions can provide powerful insights into what 'The World Needs' that you are uniquely equipped to provide.



## Part 1: The Four Pillars of Ikigai

### Pillar 4:

#### **Profit** "Your Earning Potential"

Profit or vocation is where your skills and the needs of the world intersect. It's not always about financial gain. Imagine a world where money is no object—how would you choose to contribute? What can you trade in terms of skills? Reflect on these queries to uncover your vocation:

#### **Questions:**

- What skills or talents do you possess that others often seek your assistance with or admire?
- Can you identify areas in your current job or profession where you excel and could potentially offer specialised services or consulting?
- Which hobbies or tasks would you do even if no one paid you?"

**Exercise:** Analyse your career path and highlight the most fulfilling roles.



## Part 1: The Four Pillars of Ikigai

### Pillar 4:

#### **Profit** "Your Earning Potential"

##### **CliftonStrengths-Enhanced Reflection**

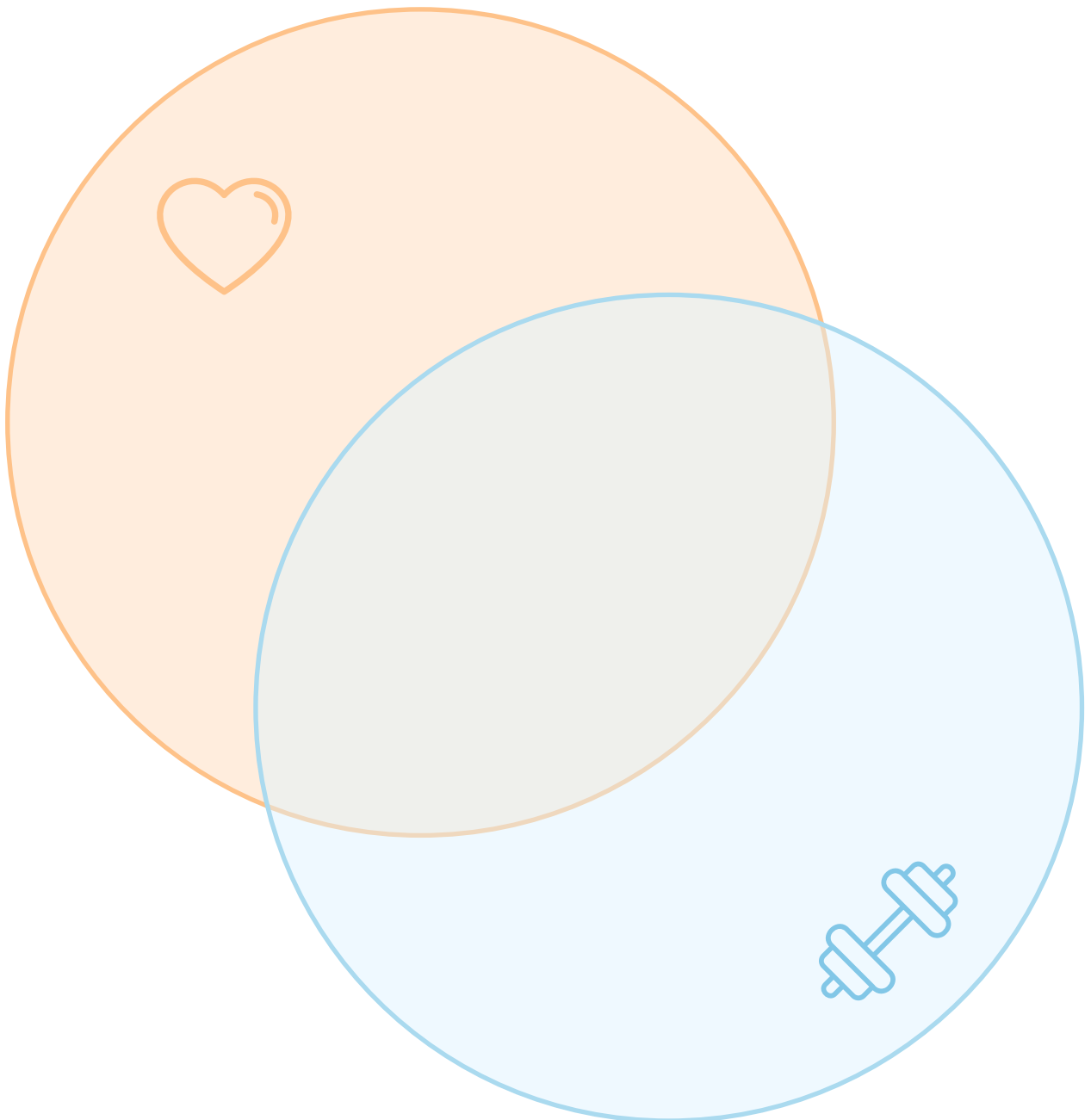
*Reflect on how your top strengths can be utilised to create or enhance a sustainable financial model in your profession. How might these strengths help you identify or capitalise on opportunities for financial success in line with your passions and purpose?*

This reflection encourages you to think about the practical application of your innate strengths in a financial context. Knowing your strengths can be a powerful tool in fast-tracking your journey to finding or developing a business model that not only sustains you financially but also aligns with your passion and purpose. It's about leveraging what you naturally excel at to create value in a way that is both fulfilling and financially rewarding.

## Part 2: Finding Your Convergence

### Intersecting Your Passions and Profession

**Exercise:** Create a Venn diagram to visualise where your passions and talents overlap by listing what you love (passions) and what you are good at (profession).



## Part 2: Finding Your Convergence

**Reflection:** Consider how your interests and skills can complement each other and potentially become a fulfilling career. How do your passions align with your professional skills?

### Aligning Your Purpose with Profit

**Exercise:** Map out a plan to gain skills necessary to address the needs you are passionate about that can also provide financial stability.

**Reflection:** Identify the steps you can take to make a living while contributing positively to society. How can your mission and vocation drive your purpose?

## Part 3: The Satori Attitude – Embracing an Abundant Growth Mindset

### Living Your Ikigai

#### Questions:

How can you make small changes to your daily life to move closer to your Ikigai?

What habits can you form that support your journey toward a fulfilled life?

#### Exercise:

Develop a daily routine incorporating elements of your Ikigai.

### Cultivating Satori, The Aha! Moment

#### Exercise:

Practice mindfulness and reflection to recognise moments of Satori in your life.

#### Reflection:

How have these moments of clarity contributed to your understanding of your Ikigai?



### Part 3: The Satori Attitude – Embracing an Abundant Growth Mindset

## Growing with Your Ikigai

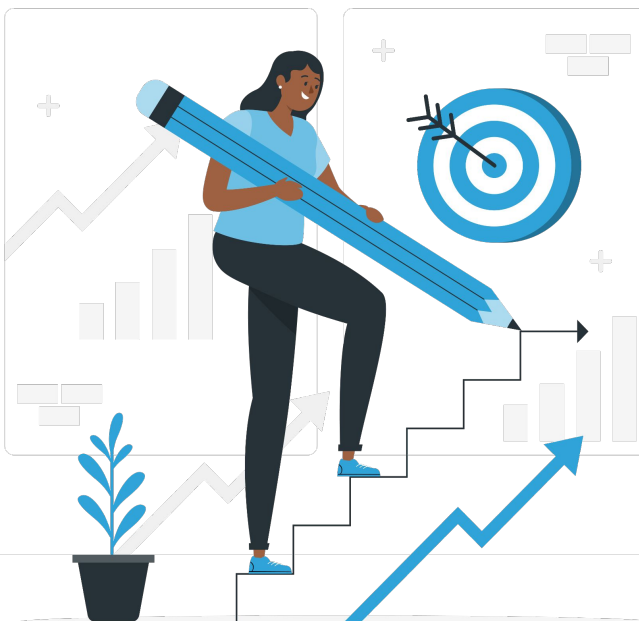
#### Questions:

What does growth look like to you within the context of your Ikigai?

How can you measure your progress and adjust your path as you evolve?

#### Exercise:

Set long-term goals or list future ideas or projects that are guided by your Ikigai.



## Case Study - Team Synergy

# Uncovering the Hidden Impact of Ikigai in Western Methodologies

This case study highlights the exceptional outcomes from merging Western strengths-based methodologies with the Eastern philosophy of Ikigai, even when its influence is initially unseen. It showcases how Ikigai principles can significantly boost team success, whether recognised or not, and demonstrates the powerful, multifaceted advantages this East-West integration brings to team development and business success.

Team Delta, part of an AI-focused tech scale-up, confronted unique challenges amidst the COVID-19 pandemic. A new leader took charge of two business units, inheriting a team that was geographically dispersed and still in its early stages of collaboration.

### **Initial Challenges:**

Team cohesion and performance were hindered by the team's infancy and the complexities of remote working. Adapting quickly to the changing business landscape was crucial.

### **Strategic Intervention:**

Understanding the need for immediate action, the leader sought the expertise of Satori Connect to maximise the team's potential. Satori Connect utilized the CliftonStrengths assessment to pinpoint each member's unique abilities and areas for growth. From these insights, a Team Strengths DNA grid was developed, serving as a foundational tool for the strategic formation of highly effective squads.

*Disclaimer: While this case study reflects actual events and achievements, specific company details have been altered to maintain confidentiality.*

# What does Integrating CliftonStrengths & Ikigai look like in a team context?

## Passion (Individual Drives):

Satori Connect interviewed every member of this team to identify their individual passions; crucial for personal motivation and engagement in their roles.

## Purpose (Aligning with Ikigai):

The team aligned their personal missions with the broader organizational goals and global needs in AI innovation; fulfilling their sense of purpose.

## Profession - CliftonStrengths:

The CliftonStrengths assessment pinpointed individual strengths and leading domains, such as Strategic Thinking, Influencing, Relationship Building, or Executing, key for professional development, and effective team collaboration alignment.

## Profit (Team Strengths DNA Grid):

Using the Team DNA Grid, Satori Connect delivered data-driven insights to create 'Project Squads' with complementary strengths. This strategic alignment was key to maximising business results, fostering both profitability and vocational fulfillment.

Strategic Thinking 21% 12 People 21								Influencing 6% 5 People 6						Relationship Building 47% 20 People 47						Executing 26% 15 People 26																
Analytical	Context	Futuristic	Ideation	Input	Intellection	Learner	Strategic	Activator	Command	Communication	Competition	Maximizer	Self-Assurance	Significance	Woo	Adaptability	Connectedness	Developer	Empathy	Harmony	Includer	Individualization	Positivity	Relator	Achiever	Arranger	Belief	Consistency	Deliberative	Discipline	Focus	Responsibility	Restorative			
4	2	2	3	2	1	3	4	1	0	2	0	1	0	0	2	4	4	6	5	4	2	4	7	11	4	7	1	1	2	0	0	6	5			
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## **Achievements and Impact:**

At the time of this publication, within 12 months, Team Delta achieved:

- Breakthrough of 3.5 billion API calls.
- Expansion of user base from 2 million to 40 million.
- Recognition among the top 50 global AI companies.
- Attainment of ISO 27001 and ISO 27018 certification; underlining their commitment to excellence.
- Effective transition to a Product-Led Growth (PLG) strategy; enhancing value and market presence.

## **Outcome:**

This journey showcases the transformative power of integrating CliftonStrengths, Ikigai philosophy, and the Team DNA Grid. Team Delta's success highlights the impact of a data-driven, strengths-based approach in fostering team cohesion, innovation, and exceptional business performance.

## **Conclusion:**

Team Delta's story exemplifies the efficacy of using data-driven insights and a holistic approach to team development. Their remarkable achievements underscore the value of aligning individual passions, professions, purposes, and profit/vocation for organisational success in a challenging global business environment.



## Embrace Your Ikigai Journey

As we wrap up this workbook, remember that aligning passion, profession, purpose, and profit can lead to a fulfilling life.

Your Ikigai journey is personal and transformative, an opportunity to explore your aspirations, talents, values, and contributions with the tools provided here.

The journey is now yours. Take your time; discovering Ikigai is a reflective process, not a race. Your Ikigai today may evolve tomorrow, and that's its beauty.

Embrace this journey openly. Let others' stories inspire you, but remember your path is unique. Find what truly makes you come alive.

May your quest for Ikigai bring abundance, power, freedom, and joy, wherever you are in life.

I'd like to leave you with this thought:

***“Nana korobi, ya oki”*** 七転び八起き

***Fall seven times, stand up eight.***

***-Japanese Proverb***

While this proverb is not specifically about Ikigai, it reflects the resilience and perseverance often required to pursue one's Ikigai, even in the face of setbacks and challenges. It conveys the idea of never giving up and continuing to strive for your purpose and passion in life.

Love,  
Khanh Vu



XKX





## **Additional Resources:**

### *Recommended Readings:*

- The Japanese Secret to a Long and Happy Life by Hector Garcia & Francesc Miralles
- StrengthsFinder 2.0 by Tom Rath

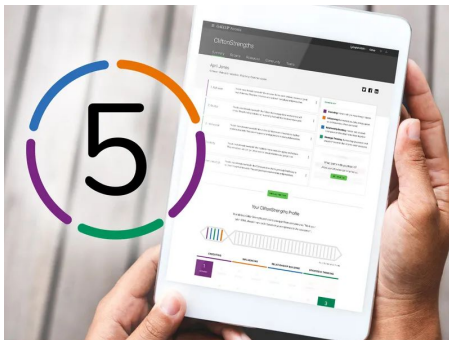
### *Online Resources:*

- Access our [Ikigai Posts](#) and our community stories offering insights and inspiration from individuals who have embarked on their own ikigai journey.
- Johari Window Model [Watch how it works](#)
- [CliftonStrengths Glossary](#): See the definitions and examples of each strength

**[Book your complimentary 30-Minutes Call](#)** so we can understand your needs to offer you the right solution.

# Explore Your Strengths with CliftonStrengths Packages & Accelerate Your Ikigai Discovery

Unlock the full potential of your personal and professional journey with our CliftonStrengths packages, now enhanced with personalised coaching. These packages are specially designed to fast-track your discovery of Ikigai by aligning your unique strengths with your life's purpose.



## PATH 1

### **Core5: Top 5 CliftonStrengths + Deep Dive Coaching**

#### *Package Includes:*

- **CliftonStrengths Top-5 Assessment:** Identify your top five talent themes
- **Custom Strengths Insights:** Personalized insights to understand and apply your strengths.
- **Theme Definitions:** Clear explanations of your dominant themes to improve performance in all areas of life.
- **2-Hour Deep Dive Coaching Session:** Tailored coaching to explore and apply your Top 5 strengths.
- **A Personalised Workbook:** To guide your Core exploration.
- Price: AUD 649.00 (incl. GST)

**Benefits:** Gain a foundational understanding of your strengths, crucial for pinpointing the 'Profession' and 'Passion' pillars of your Ikigai.

[Sign Up Now](#)



## PATH 2

# CliftonStrengths 34 + Comprehensive Coaching

### *Package Includes:*

- **Comprehensive CliftonStrengths 34 Assessment:** Discover your full rank order of all 34 themes.
- **Custom Strengths Insights:** Detailed insights tailored to your unique strengths profile.
- **Action Items:** Practical steps to apply your strengths effectively.
- **Areas of Excellence:** Identify where you naturally excel.
- **Navigating Blind Spots:** Awareness of potential challenges.
- **Managing Lesser Strengths:** Strategies for handling areas outside your top strengths.
- **Unique Domain Distribution:** Understanding of how your strengths distribute across strategic thinking, executing, influencing, and relationship building.
- **2x2-Hour Deep Dive Coaching Sessions:** Intensive focus on your Dominant 10 strengths.
- **A Personalised Workbook:** To guide your journey with Your Dominant 10 Strengths
- **Comprehensive Resources:** Including CliftonStrengths 34 Report, StrengthsFinder 2.0 ebook, and Online Learning Module.
- Price: AUD 1,189.00 (incl. GST)

**Benefits:** Achieve a deep and comprehensive understanding of your strengths, aligning them with the 'Profession,' 'Passion,' 'Purpose,' and 'Profit' pillars of Ikigai propelling you towards a life and career you love.

[\*\*Sign Up Now\*\*](#)



## Fast-Track Your Ikigai Discovery

Understanding your CliftonStrengths can significantly accelerate the discovery of your Ikigai. By identifying and harnessing your innate talents and strengths, you can:

- **Align Your Career:** Match your professional life with what you are naturally good at.
- **Fuel Your Passion:** Pursue what you love with greater insight into your intrinsic motivations.
- **Fulfill Your Purpose:** Understand how your unique abilities contribute to what the world needs.
- **Enhance Your Profit:** Find and develop career paths that are not only fulfilling but also financially rewarding.

## Limited-Time Offer: Pay-It-Forward Gift

Choose either coaching package and receive a unique code to gift the CliftonStrengths Top 5 Assessment to someone special. Share the journey of strengths discovery and help them accelerate their own Ikigai realisation.

### [Pay-it-Forward](#)

## Embrace the Power of Strengths-Based Development

Select the package that resonates with your path towards discovering your Ikigai. Our expert coaching will guide you in applying your strengths strategically, paving the way for a richer, more purposeful life and career. This is your chance to enhance your journey and empower someone else with the gift of self-awareness and Ikigai discovery.

## Explore Our Other Program Offerings:



### **UNDERSTANDING ME:**

#### **Strengths-based Career Development:**

- Ikigai & Strengths Career Advancement Course: 8 - 10 hours
- Kintsugi Resilience & Adaptability Program: 4 -6 hours
- Personal Effectiveness through Strengths Mastery: 4 - 6 hours

#### **Strengths-based Leadership:**

- Satori Attitude Self-Discovery Workshop for Leaders: - 4 - 6 Hours
- Mindful Leadership with Satori & Ikigai: - 8 - 10 Hour

## Explore Our Consulting Offerings:

### **UNDERSTANDING WE:**

#### **Teams Development:**

- Team Synergy with CliftonStrengths
- Inclusive Leadership with Satori Philosophy
- Innovation and Creativity Bootcamp with Ikigai and Strengths



#### **Organisation Development:**

- Total Strengths Integration for Employee Experience Solutioning
- Strategic Talent Optimisation & Well-being Focus

For an exclusive preview of our transformative programs for individuals, teams, and organisations, be sure to visit our soon-to-launch website. Embark on an unparalleled journey of self-discovery and growth; elevate your team's performance, and create a workplace culture that thrives on strengths with Satori Connect.

**[Book your Free 30-Minutes Discovery Call](#)**

# Bonus

To enhance your journey to discover and live your Ikigai, we've included a bonus section with actions tailored to each Ikigai pillar, following the **S.M.A.R.T.** framework – Specific, Measurable, Achievable, Relevant, and Time-bound for effective personal growth.

Here's how to make the most of these actions:



**Specific:** Be Intentional, define each action clearly, guiding your focus and decisions.



**Measurable:** Set criteria to track progress, using journal entries, checklists, milestones or create an accountability partner/group.



**Achievable:** Ensure it can be done by choosing actions within your reach to stay motivated, prevent burnout and celebrate the little wins.



**Relevant:** Keep it real by selecting actions aligned with your personal Ikigai for meaningful efforts.



**Time-bound:** Set Deadlines for urgency and momentum.

Applying **S.M.A.R.T.** criteria will help you create a clear, focused path to realize your Ikigai. Embrace this process, let it lead you to a purposeful and fulfilling life.



## Pillar 1: What You Love Passion

**Journal Joys:** Daily morning journaling about moments of joy from the previous day helps identify recurring passions.

**Vision Board:** Create a visual representation of your interests and dreams using images and quotes for daily inspiration.

**Explore New Interests:** Dedicate time weekly to try new activities, reflecting on your level of interest and joy.

## Pillar 2: What You Are Good At Profession

**Strengths Assessment:** Discover and evaluate your natural strengths. Gain insights by seeking feedback from trusted sources or expedite your discovery by contacting us to purchase a [CliftonStrengths package](#).

**Feedback Collection:** Request constructive feedback on your work or hobbies from peers or mentors to understand your strengths and areas for improvement.

**Strengths-Sharpening Schedule:** Dedicate regular practice to enhance your strengths, whether through formal education, workshops, or self-directed learning. Track progress and celebrate improvements; no matter how small.





## Pillar 3: What The World Needs

### Purpose / Mission

#### **Community Volunteering:**

Volunteer to local needs and align your values and passions with meaningful service.

**Needs Research:** Explore global issues you resonate with, find areas where your contributions can make a difference.

**Problem-Solving Projects:** Initiate projects addressing your passionate causes, applying your skills to real-world challenges.

## Pillar 4: Your Earning Potential

### Profit /Vocation

**Market Analysis:** Research job markets, network, and identify opportunities that align with your skills and passions.

**Professional Development:** Plan qualifications or experiences to monetise your strengths and interests.

#### **Monetisation Strategies:**

Experiment with monetising your talents through freelance work, side businesses, or portfolios, tracking results for refinement.

Each action within these pillars is a step toward living one's Ikigai. They are designed to be actionable and measurable, allowing you to track your progress and experience tangible growth in your journey toward a fulfilling and purpose-driven career and life.

# Beauty Artists to Destiny Shapers: The Satori Connect Story

Grace and I, united by a shared dream of becoming beauty artists, found our paths diverging yet leading us both to fulfilling destinies, eventually converging to create the masterpiece that is Satori Connect.

## *Grace's Evolution to Graphic Design*

Grace transitioned from makeup artistry to graphic design, where her creative passion and storytelling flair flourished. Excelling in transforming ideas into compelling visual narratives, her designs do more than illustrate – they embody Satori Connect's essence. Her work visually communicates our values and vision, resonating deeply and authentically with our audience.

## *My Path to Strengths-Based Facilitation*

My journey has been shaped by a deep commitment to elevating others, a passion that has led me to my current role as a strengths-based facilitator.

I've discovered my true calling in empowering individuals, teams, and organizations to harness their inherent strengths, fostering both personal and organisational transformations. At Satori Connect, I focus on steering people and teams towards self-discovery and growth, assisting them in aligning with their Ikigai.



## *Our Partnership and Satori Connect*

Our paths, though different, converged with the creation of Satori Connect. Grace's exceptional talent in graphic design brought our shared vision to life, giving Satori Connect a visual identity that resonates with our core values. Her designs do more than illustrate; they inspire and connect. My role in facilitating and developing a strengths-based culture complements this, creating a holistic approach to personal and organizational growth.

## *A Story of Divergent Paths and Convergence*

Our story with Satori Connect is a testament to the power of pursuing passion and the beauty of divergent paths crossing again. Grace's journey in graphic design and my path in strengths facilitation have united to forge an entity that fulfills a significant need in the world. It highlights how following one's passion can lead to divergent yet fulfilling paths, which sometimes converge to create something extraordinary.

Together, we have turned an idea into a masterpiece – Satori Connect: a beacon for those seeking to find their true potential through the alignment of strengths and Ikigai.

I extend heartfelt gratitude to Grace. Her creative vision and dedication brought Satori Connect to life, giving it not just a face but a heart. Our story illustrates the power of following passion, divergent paths leading to fulfilling destinations, and sometimes converging to create something truly special.

*"The best way to predict the future is to create it."*

– Peter Drucker