

Ikigai

Ikigai (生き甲斐) is a Japanese concept that means "a reason for being" encompassing joy, a sense of purpose and meaning and a feeling of well-being.

The word derives from **iki**, meaning life and **kai**, meaning the realization of hopes and expectations. In business, the incorporation of the elements of **ikigai** to an employee's position is thought to yield the highest levels of employee engagement and productivity while also fostering job satisfaction and loyalty to the organization.

Anthony de Mello in "Taking Flight" wrote about finding **ikigai** through examining your responses to four questions:

- What do you love?
- What are you good at?
- What can you be paid for?
- What does the world need?

Finding where these components overlap yields **ikigai**.

