

The background features a dark blue sky with a large, solid red sun partially obscured by a dark blue, wavy horizon line. Several white, four-pointed stars of varying sizes are scattered across the sky. Below the horizon, there are layers of lighter blue and white wavy shapes representing water or clouds.

IKIGAIN

INSPIRED BY THE JAPANESE
PERCEPTION OF *IKIGAI* – REASON
FOR LIVING

IKIGAIN

Inspired by the Japanese Perception Of Ikigai – Reason For Living



WHAT IS IT?

Ikigain is a playful activity towards gaining happiness, satisfaction and a sense of fulfillment.

DO I NEED IT?

Definitely YES! Especially if you have just started your journey towards finding your Ikigai or you are looking to get out of a difficult situation or you want to reach new heights or you just want to understand yourself and bring some clarity into your life.

HOW IT WILL HELP?

My Ikigain will help you to see several facets of your personality and your place in the world – what you love to do, what you are good at, what you can be paid for and what the world needs. Finally building a single picture a.k.a. your Ikigai.

EVERYONE HAS AN IKIGAI.

WHAT IS YOURS? LET'S FIND OUT!

LET'S MEET

Ikigain consists of the instruction you hold in your hand now, 5 chapter cards (the Heart, the Lungs, the Hands, the Mind and the Soul) and most important 35 question & task cards.

Each question and task card consists of three parts (example below). Answer the questions or follow the tasks given to start Ikigain journey.

You can choose to fill in one card from each category, or all cards from one category. However, we recommend that you start by filling in one card from each section. At the same time keep writing down common keywords and recurring patterns.

⚠ **This is not a game of speed or competition. We invite you to look at the game as a cycle of challenges that requires you to dive deep into yourself, start new habits and change your way of thinking.**

Question & task card explanation



THINK

For this section, your task is to answer the question with your thoughts. If you feel that something has to be written down, don't hesitate to do that.



WRITE

For this section, your task is to answer the question by writing it down. Keywords, sentences, phrases or any other way to capture your thoughts on paper.



ACT

For this section, your task is to answer will transform into action. Sometimes tasks will invite you to return to forgotten activities, other times you will be challenged to try something new and get out of your comfort zone.

Task may also ask you to change or create completely new habits into your daily routine to embrace your inner self and boost your well-being.

HOW TO?

Remember there is no right or wrong way to fill Ikigain cards. Only by doing, you will realize which way you get the most benefits and satisfaction.

Our recommendation is to fill one to two cards a day. In this way, you can slowly but surely integrate ACT tasks into your daily life and connect to your Inner self.

We invite you to **directly write** your thoughts, keywords, and phrases **in the space provided**, each time you answer the WRITE section. This way, you can easily track your ideas, discover connections, notice recurring keywords, and recognize patterns as you move through the cards.

On the next page you can follow five sets to find out more about particular prism of your life, such as your passion, your purpose, your impact, and your vocation. Complete all 5 and find your Ikigai.

ACTION CARD

WHAT IS HAPPINESS TO YOU?



THINK

Think about all the things that make you happy
Nature, friends, gym, food etc.



WRITE

Make a list of things that makes you happy and add a feature or characteristic to each happiness trigger (ex. Nature is peace; friends are laughter; the gym is energy etc.)

Nature is peace; Friends is fun and joy; Gym is energy; etc.



ACT

Do at least one activity per week that you know helps you to feel happy and experiment with new happiness triggers.

Every day I will go for a 20 min walk in nature to find peace and feel more calm.

SET 1

**YOUR
PASSION**

=



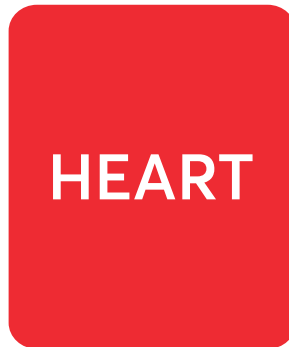
+



SET 2

**YOUR
PURPOSE**

=



+



SET 3

**YOUR
IMPACT**

=



+



SET 4

**YOUR
VOCATION**

=

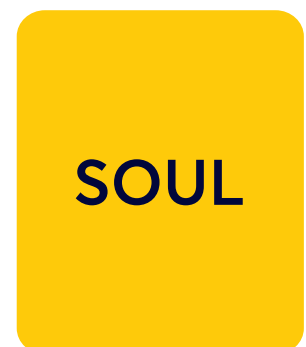


+



SET 5

**THE SOUL CARDS WILL
HELP YOU TO DISCOVER
YOUR TRUE SELF**



SET OUTCOME

AFTER COMPLETING 1 SET

Follow your thoughts and write down all keyword and phrases

What did you discover about yourself?

I feel relaxed when I am painting or running...

What surprised you?

10 min. painting break can improve my concentration for work more effectively

Was there any positive or negative feelings you went through (happiness, fear, sadness)?



Joy



Loneliness



Excitement



Fear to get out of comfort zone



Inspiration to new ideas

AFTER COMPLETING 2 OR MORE SET



Look at the notes you made while doing written tasks and find similar keywords.
Discover patterns of your physical activities.

- Was there keywords that appeared more regular than others?
- Did you follow a similar routine or had the same pattern when doing the tasks?
- Did it inspire you to change your habits?



Focus on the diagram on page 3 and look for the signs leading towards your core.
Remember – this diagram cannot necessarily define what Ikigai is to you. Ikigai is a journey, not a destination

TRY THIS

We've listed a few ways to make Ikigain exciting and organically integrated into your daily routine. There is no right or wrong way of completing these card. We encourage you to try out a way that fits you the best.



Challenge a friend and bring some action to friendship



Enrich and deepen your relationship with your loved one



Include in your habits to complete one-card tasks each week



Map your mind by organizing your thoughts in a diagram



Keep a notebook with all finished written tasks and write your daily thoughts in between



Bring your colleagues or team together for setting new goals

Did you enjoy yesterday? Do you enjoy this day? What are you gonna do to be sure to enjoy tomorrow? And after tomorrow?

This is your chance to choose to enjoy tomorrow. Build a beautiful and strong foundation for your personality and take small but significant steps toward growth. In time, you will acquire all the necessary skills, knowledge and talents for you to have an enjoyable and meaningful life. That will be the day you tell the world - I have gained the reason for being, I have gained to Ikigai.

❗ **We would like to draw your attention to the fact that this set of cards may not reveal the reason for living directly and specifically. However, this game is made to bring you closer to revealing it. The cards will help you get to know yourself better and possibly reveal the unseen sides of your inner self.**



THE HANDS

WHAT CAN YOU MONETIZE

This chapter is about development, evolvement and growth. Since the skills you are paid for can change over time, you also need to be able to change with them.

The tasks of this chapter will encourage you to move forward in self-improvement, as well as help to understand the missing links for a successful transformation of yourself.

We will invite you to involve your friends, closest people and mentors in the tasks too, as they are those who can help you to realize who you are now and how you can achieve more in the future.

HOW TO ESTABLISH NEW HABITS?



THINK

Think about what extra little habits are essential to improve your life.



WRITE

Make a list of 5-10 new habits and describe why you should include them in your daily routine, what you will do and how you will follow the new routine and finally what kind of reward you will receive for your effort.



ACT

Choose the habit that requires the least change and investment of your time and resources and bring it to your life.



WHAT IS MY NETWORK?



THINK

Think about how many people are around you who would be happy to help you with all sorts of questions if you asked.



WRITE

Create your own database – list names contact information, as well as industries or questions they can help you with.



ACT

You may notice holes in the database. For example, your network may not have the relevant contacts for an important industry. Find someone who works in the missing industry and address him.



WHO IS YOUR BEST PAL?



THINK

Think of a person to whom you tell everything and whom you can always rely on.



WRITE

Reach out to her/him and tell about your path to self-knowledge and self-development.



ACT

Choose one of the tasks and do it together with your best friend.



HOW TO BE PREPARED?



THINK

Think about what you need to achieve your dreams and hidden desires?



WRITE

Make a list of things or skills you need. Add to the list the steps you need to take to get them.



ACT

Show this list to 5 people close to you and ask for their opinion on how to get the things or skills listed.



HOW TO BUILD YOUR OWN BRAND?



THINK

Imagine what your audience could be if you were an opinion leader or an influencer – whether they were young people, professionals in a certain field or a certain lifestyle etc.



WRITE

Describe what message would you like to convey to your audience? What values would you represent and what image would you create about yourself? What would be the edges of your identity that would be shown to a wider audience?



ACT

Record a video or write your first blog. Create content that would appeal to your audience. If you're already a content creator, take it to the next level and arrange a live meet-up on any social media platform.



WHY SAY “YES” TO UNKNOWN?



THINK

Think about the last time you did something you had never done before? Was that the last time you did it or has it become part of your life?



WRITE

Make a list of things you've always wanted to try but haven't been brave or determined enough to do it so far.



ACT

This week say “yes” to new opportunities, offers and challenges. Get out of your comfort zone, meet new people, and participate in projects and new initiatives.



HOW TO FIND A MENTOR?



THINK

Imagine the ideal mentor. The person who helps and challenges you and also shows you your true value. Think about whether there is already such a person in your life.



WRITE

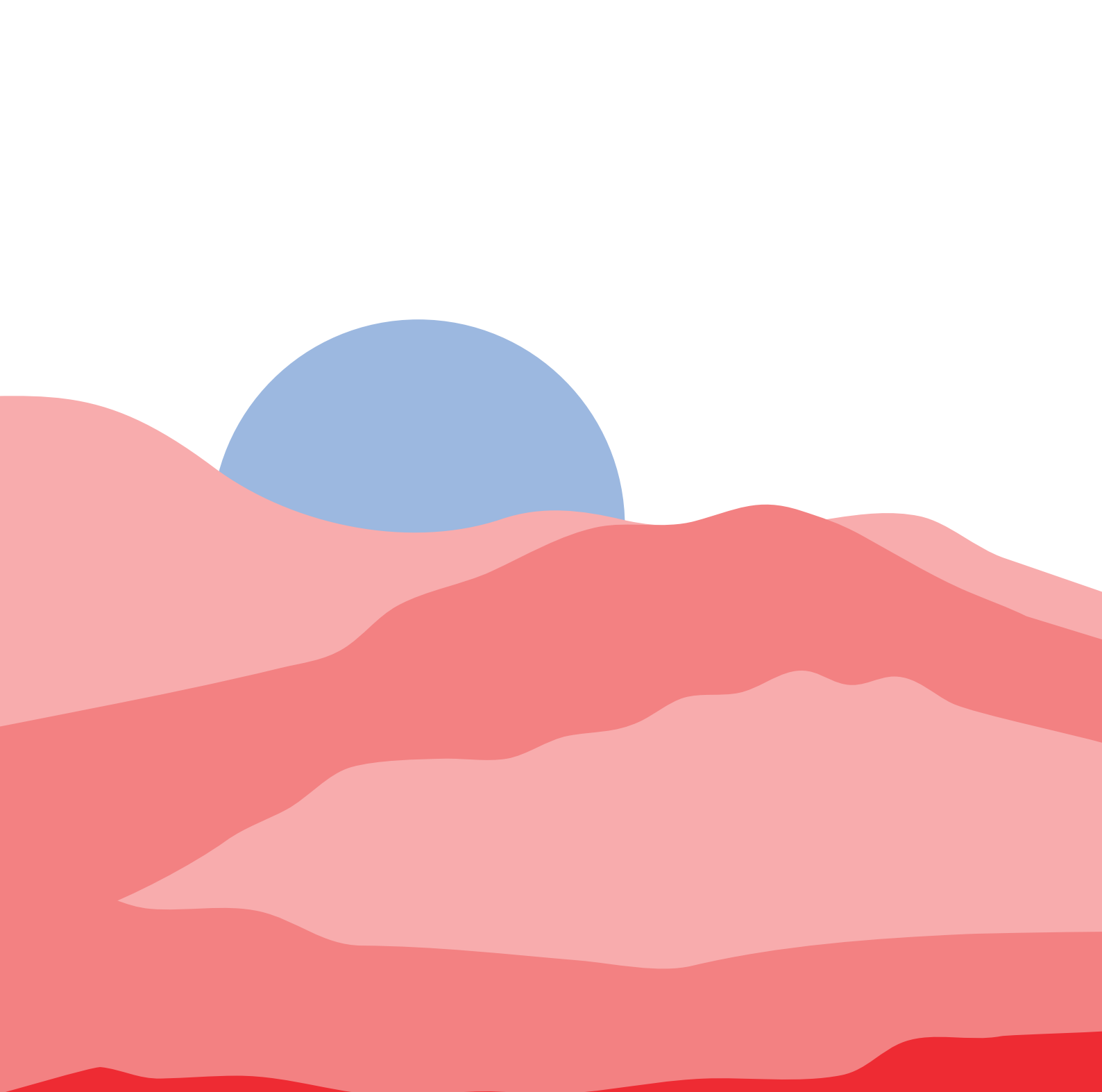
Write down 5 areas where you currently need the help of a mentor. If you immediately see or feel, who might help solve the issue – write down the name of the potential mentor for each area.



ACT

Look for a mentor in your network or online and start a conversation. People mostly are happy to help.





THE HEART

WHAT YOU LOVE

This chapter will help you to define the things that excite, interest & enliven you and without which you couldn't imagine your life.

The given tasks will invite you to get to know yourself, look for the calls of your heart and to dig into the past for building a strong foundation for the future

Also, you will be able to draw conclusions about how much time you spend doing things you enjoy and how often you do things that don't brighten your day.

WHAT IS HAPPINES TO YOU?



THINK

Think about all the things that make you happy (nature, friends, gym, food etc.).



WRITE

Make a list of things that makes you happy and add a feature or characteristic to each happiness trigger (ex. Nature is peace; friends are laughter; the gym is energy etc.)



ACT

Do at least one activity per week that you know helps you to feel happy and experiment with new happiness triggers.

WHERE DOES THE TIME GO?



THINK

Think about the hobbies, tasks or daily activities that make the time disappear



WRITE

Describe your experience the last time you were so taken over by an activity that you were inadvertently not aware of your surroundings – what were you doing, how did you feel during and after this activity, and were you alone or with someone.



ACT

You need to consciously bring time disappearing experiences into your life daily. Start by giving yourself 30 minutes of free time to zone out in your favourite activity.

WHAT DO YOU DESPISE?



THINK

Hate is as strong an emotion as happiness. Think about the tasks, morals, values, and situations you hate, despise, or strongly dislike.



WRITE

Make your hate list and find a perfect adjective or reason each of those listed items brings negative emotions to you.



ACT

Find the most hated item on your list & erase it from your life starting today. If it's a situation, try not to get into it anymore. If it's a person, ignore him/her. If it's a task, ask someone else to do it. If it's one of your characteristics – change it for the better.

WHAT HIDDEN TREASURES DOES YOUR CHILDHOOD HOLD?



THINK

Think about the positive aspects of your childhood. What did you enjoy doing?



WRITE

Make a list of your favourite childhood memories and activities and underline those you still have strong attractiveness with.



ACT

Schedule yourself a time for bringing back childhood happiness. Discover new ways to play hide and seek; upgrade the concept of a pyjama party; please yourself with a grown-up LEGO or 2000 piece puzzle etc.

WHAT PLACES GIVE YOU WARM FUZZIES?



THINK

Think about the places, where you feel at home & places that trigger your pleasant frisson?



WRITE

Describe these places or spaces you feel the most alive. Maybe it is being high in the mountains or having a long, warm hug in the hands of your spouse or maybe it's sleeping in your bed while listening to your favourite song. Is there anything common in all these experiences?



ACT

You know what you have to do. Visit your happy place as soon as possible. Feel it, enjoy it, embrace it!

HOW IS YOUR RELATIONSHIP WITH YOURSELF?



THINK

Imagine yourself standing in front of you. What do you respect, appreciate and love about yourself?



WRITE

Make a list naming all of your best qualities you can think of.



ACT

Take yourself on a solo date. Enjoy your presence, the chance of being alone and the opportunity to get to know yourself better.

WHAT ARE YOUR POSITIVE OBSESSIONS?



THINK

Think about the last time you were so excited about an idea or positively obsessed with finding a solution for a challenge, that you couldn't sleep?



WRITE

Describe the positive obsessions and emotions these activities give you.



ACT

Plan an exciting activity that awakens the desire to move forward whatever happens.



THE LUNGS

WHAT THE WORLDS NEEDS

Chapter “Lungs” is about finding your place in the world. In this chapter, we kindly encourage you to awaken your fantasy and let you dream about the perfect world and your place in it.

The tasks will lead you to the realization of your true potential and encourage you to experiment and explore what you can do for the world to become a better place and how to make a global impact by taking small steps.

Also, it will help you to overcome the fear of failure, boost your confidence, open your curiosity and motivate you to create.

HOW TO FEED YOUR HUNGER FOR KNOWLEDGE?



THINK

Think about how often are you interested in learning new things. Do you question processes happening around you? Do you want to know how things are made? Do you want to know more about the world every day?



WRITE

Write down how you reach for new knowledge – read, search in Google, watch Youtube, listen to podcasts, travel to new places, look for experts. Try to explain why you prefer this method of obtaining information.



ACT

Feed your hunger for knowledge this week. Each day learn something new that you are interested in.



HOW TO BRING CREATIVITY INTO YOUR LIFE?



THINK

Think about the last time you create something.



WRITE

Make a list of the things you have created during your life you're most proud of. Describe why these creations bring you feelings of joy or happiness.



ACT

Create something today! It can be something insignificant and tiny like a drawing on a paper note or something as big as restoring an old chair. It's your choice!



WHAT MAKES YOU RAISE YOUR VOICE?



THINK

Think about the conversations when you lost your cool and had a heated argument defending your beliefs.



WRITE

Write a list of the global or local issues and challenges that you are disturbed, mad or deeply heartbroken about?



ACT

Raise your voice or take action to achieve your desired changes or improvements. Reach for someone who needs help, organize a protest, and look for opportunities to speak out loud.



THE LUNGS

HOW TO BUILD A COMMUNITY AROUND YOURSELF?



THINK

Think about the communities and groups that are around you or those you feel strong belonging to. Do their activities and goals match your opinion and values?



WRITE

Now imagine that you have the opportunity to create your community. Take a pen and a paper and describe it – who would be its members, what would be the mission and goals of this community, and what would it do to fulfil the plans.



ACT

Do research or Google to find associations or organizations that are as relevant to your dream community as possible. Start a conversation and try to become an active member.



WHAT IS YOUR PARADISE ON EARTH?



THINK

By modelling the world of our dreams, we unknowingly not only define our desires but also start working on the way to get there. Imagine what would your perfect world be like.



WRITE

Create a description of your fantasy world. Describe it in detail – feelings, values, human relationships, lifestyles, infrastructure, rules, laws, etc.



ACT

Think about what you can do to get closer and lay the foundation for your paradise on earth. Get started today!



HOW DO I OVERCOME FEAR?



THINK

Think about how you deal with fear and anxiety in everyday life? Do you talk about it? Take a time out? Run away?



WRITE

Make a list of things you are afraid to start? Try to describe why.



ACT

Choose one thing from the list that you want to take on the most and start working on that,



WHAT IMPACT DO YOU WANT TO HAVE ON THE WORLD?



THINK

Think about the impact you can make to initiate change in the world? Do you see yourself more as someone who saves and helps those in need most or someone who creates new opportunities and improves existing processes?



WRITE

Write down 5-10 industries or issues on which you would like to have more impact. Note what are the missing links for you to make a greater impact.



ACT

Small steps lead to big change. Schedule one thing a week that will be your start toward the changes you want to see in the world. Start with a change in your daily habits.





THE MIND

WHAT YOU ARE GOOD AT

Chapter “Mind” is about making you aware of your talents and skills. It will reveal to you those aspects of your personality that you already know well and will allow you to look deeper into your subconscious mind, as well as notice valuable details from the views of those around you.

The task of this chapter will help you to understand what you want to do in your life, what talents and skills you wish to acquire and also encourage both the development of your existing skills and the acquisition of new ones.

WHAT DO YOU WANT TO DO FOR A LIVING?



THINK

Think about your dream job. Maybe it's working for some world-famous company or maybe you already have your business idea? It's possible that you're just aware of the profession or industry you want to work in.



WRITE

List five companies, business ideas or jobs you are fascinated about. List your skills that would be relevant for reaching a new position in these companies or useful for starting a new business.



ACT

What you can do now to open up new possibilities? Send your resume to companies you're interested in working with. Or start research about starting your own business, make a business canva, tell people about your idea and get feedback.



THE MIND

HOW TO FIND THE SUPERHERO WITHIN YOU?



THINK

Think about the times people urgently look for your help.
What are the things they are asking you to do?



WRITE

Write down your qualities that have been noticed by others.
Mark the ones you are most proud of.



ACT

Be proactive. Next time someone needs help and you have
the power to save the day – do it without asking.
Become superhero!



THE MIND

WHERE'S YOUR INFLUENCE?



THINK

Think about a situation, when you had influenced someone to change his/her thoughts, opinion, action or values.



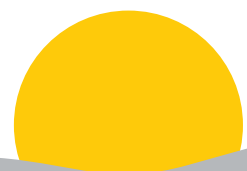
WRITE

Make a list of the things you are good at. Underline those you use to your advantage to influence situations or people so that you can control what happens.



ACT

Use your skills wisely and build healthy and beneficial relationships. This week creates a situation where you influence a person towards a good outcome for you both.



THE MIND

WHO DO YOU LOOK UP TO?



THINK

Think about people or fictional characters you are inspired by or think highly of.



WRITE

Write down the names of 5 of them. Then add qualities, features, values, personal characteristics, and abilities you would like to take for yourself?



ACT

Next time you are uncertain and do not know how to act, ask yourself – what would my hero do? Then do that without hesitation!



THE MIND

WHAT HAPPENS IN YOUR SUBCONSCIOUS ZONE?



THINK

Think about the times you are lost in your thoughts. What are you dreaming or fantasizing about?



WRITE

Write what you naturally enjoy doing. Which of these activities would make you feel lost and confused if taken away from your daily routine?



ACT

Your subconscious mind stores a large amount of information and programs and it controls about 95% of your daily actions. you just HAVE to learn about it. Give yourself time for meditation for half an hour a day to access your subconscious mind.



THE MIND

WHAT EXPERT IS HIDING IN YOU?



THINK

Think about the things you want to learn that you unconsciously feel you would be good at?



WRITE

Make a list of your suggested skills, competencies, and career options. If someone else has ever told you "you should be good at ...", add these proposals to the list as well.



ACT

Now, look at the list you made and choose something that you would like and are ready to learn or at least try to learn. Do it!



THE MIND

HOW TO DEVELOP NEW SKILLS?



THINK

Think about the time you looked at someone and thought that you would like to have his/her skills?



WRITE

Write a list of talents or skills you always have dreamt about having or have tried to develop but left it mid-way.



ACT

Choose one of the lists and start to work on it starting this week. Have always wished to know how to take good photos – take a course about photography! Would like to know how to prepare healthy meals or how to program an app? Look for relevant video tutorials on Youtube.



THE MIND



THE SOUL

WHAT IS YOUR TRUE SELF

This chapter is about finding your true self, you will be able to look deeper into your feelings, find what the past holds and how to let go of it, see future perspectives and the path to transform those in a way you like, as well as get to know the events of the present.

The tasks of this chapter will be a small push towards self-awareness. They will help you to meet and talk to your past-self, future-self and present-self.

WHAT IS SUCCESS TO YOU?



THINK

Think about how would you define success? Is a successful person rich and wealthy, famous and honoured, loved and cherished, wise and knowledgeable or independent and free?



WRITE

Rank your pillars of success listing them starting from the most important.

For example: 1. Love, 2. Wealth 3. Knowledge
4. Freedom and so on)



ACT

Look up the person you think is successful and ask how he got there.

HOW TO FIND YOUR VERB?



THINK

Imagine someone asks you to describe yourself with one verb. What would it be? Now finish the sentence "I have come to this world to [insert verb]".

For example: *"I have come to this world to learn"*



WRITE

Now take a sheet of paper and write down what you need to do to reach your verb.

For example: *"To learn, I must listen carefully, look for information, take a risk, travel around the world etc."*



ACT

Find an opportunity to experience your verb this week.

For example: *Find an online course where you can learn something.*

WHAT IS YOUR FUTURE RESUME?



THINK

Imagine yourself in 20 years. What have you achieved, where do you live, what lifestyle have you created, and in what relationships are you?



WRITE

Draw a timeline and write down milestones that you must do in 20 years to reach your imagined future.



ACT

Buy an envelope and write yourself a letter that you will read in 20 years. Describe where you want to be and don't forget to say thank you for what you've achieved so far.

HOW TO GET RID OF THINGS YOU DON'T NEED?



THINK

Think about what are the things or habits you want to or would like to get rid of both in your life or your personality



WRITE

Make a list of things you don't want and burn it



ACT

Free up your space – donate, recycle or throw away things you don't need anymore

WHERE DID ALL THE CHANGE COME FROM?



THINK

Think about the moment you realize you've grown-up



WRITE

Write down your life's turning points, that have changed you or your path and what you have learned from this experience?



ACT

Have a talk with your spouse, best friend, relative or colleague about their life's turning points. What they've learned from it?

WHAT IS YOUR ESSENCE?



THINK

Think what emotions are those you feel the most?



WRITE

Write down your most unique experiences or characteristics. Underline those that you're happy and thankful about.



ACT

Organize a party for your friends or family with the theme "Embrace your quirks". Encourage yourself and your close ones to be aware of and appreciate their uniqueness.

WHAT ARE YOU SORRY ABOUT? WHAT ARE YOUR MISSED OPPORTUNITIES?



THINK

Think about the past. Is there something you deeply regret doing or not doing or something you would do differently?



WRITE

Describe 3 missed opportunities and how you think your life would have been different if you had taken them.



ACT

Once you've identified a regret, ask yourself whether you can make up for it now. If "Yes" then start doing it, if "Not really" then reframe the past by giving yourself reasons, why it was the best decision then and what experience you've gained despite your past decisions.