

Ikigai

Framework: Finding Your Purpose

Ikigai is a reflective framework that explores the intersection of passion, contribution, and sustainability in one's work. It is adapted from 'Ikigai: The Japanese Secret to a Long and Happy Life' by Héctor García and Francesc Miralles.



Ikigai Venn diagram with four overlapping circles. Passion is found at the intersections of “What you are good at” and “What you love.” Mission is found at the intersection of “What you love” and “What the world needs.” Profession is found at the intersection of “What you are good at” and “What you can be paid for.” Vocation is found at the intersection of “What you can be paid for” and “What the world needs.”

Read through each section and reflect on the prompts on the next page. Download the worksheet to complete it manually or using your preferred PDF annotation tool.

Step 1: Define Your Passion, Mission, Profession, and Vocation

For each of the following, write down anything that comes to mind for each category.

What I love

What I am good at

What the world needs

What I can be paid for

STEP 2: Cross-Reference Your Categories

For each of the following, cross-reference two listed categories from Step 1, and write down any similar ideas or themes. If you're having trouble finding similarities, you may need to spend more time brainstorming in Step 1.

Passion: What I love + What I am good at

Mission: What I love + What the world needs

Profession: What I am good at + What I can be paid for

Vocation: What the world needs + What I can be paid for

Step 3: Your Ikigai Statement

Using the themes you identified, write a first attempt at your **Ikigai**—a brief statement that expresses:

- What motivates you
- What you contribute
- How your work creates value

Aim for a short, authentic statement (1–3 sentences). This is a starting point, not a final answer.

Your Ikigai statement: