

## Strengthening Ikigai in the Workplace

While relevant to all aspects of our lives, ikigai is of particular value in the workplace.

After all, since much of our lives are spent at work, we are often left wondering if it is possible to make that time more meaningful and enjoyable.

Use this worksheet to consider the answers to the following questions at work:

- What are you good at?
- What do you love to do?
- What does the world need?
- What do you (the organization) need for the market?

You can reflect on each by asking the following questions:

### What are you good at?

To retain staff, encourage intrinsic motivation, and optimize performance, you must develop employee talent.

Ask yourself, what can you do for the employee to:

- Experience more autonomy
- Feel more appreciated
- Set their own goals

Write below what can be done within the organization to *enable* rather than control the individual:

## What do you love to do?

Passion should either be ignited or nurtured and balanced by meeting the three basic psychological needs that promote intrinsic motivation (Ryan & Deci, 2017):

- Relatedness
- Autonomy
- Competence

Write below what can be done within the organization to nurture passion and encourage employee self-esteem and self-respect.

## What does the world need?

According to Frank Brueck, writing in his book *Ikigai: for Leaders and Organizations: The Way to Individual and Collective Purpose and Meaning*, companies can stimulate their employees with feelings of pride in being part of something bigger (Brueck, 2020).

You must build an environment that is positive for the employee and supportive of company goals.

The environment should be:

- Nourishing for the employee
- Create positive value in society
- A sustainable approach

Write below a new perspective that benefits the individual, organization, society, and the environment.

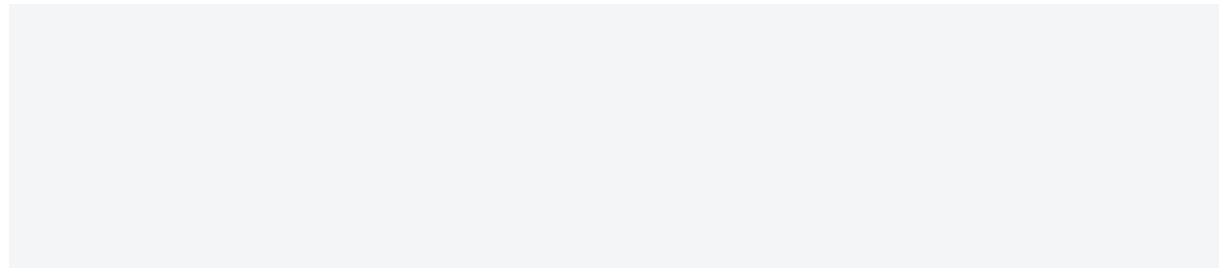
If achievable, the entire organization will move to be more *ikigai*.

## What do you (the organization) need for the market?

It is essential to balance how you appear in the market using an authentic and sustainable business (and image) strategy (Brueck, 2020).

While a certain amount of risk is inevitable, it must be managed by financial, market, ethical, environmental, and economic considerations.

Don't make assumptions. Talk to people dealing with the customers and capture what is needed.



For ikigai to be successful, the needs, values, and passion of the organization, employees, and customers must be in equilibrium.

Reaching such a state and making it sustainable is challenging and only possible through reflection and asking the right questions.

## References

- Brueck, F. (2020). *Ikigai: for Leaders and Organisations: The Way to Individual and Collective Purpose and Meaning* [Kindle DX version]. Retrieved from <https://www.amazon.com/dp/171660530X/>
- Ryan, R. M., & Deci, E. L. (2017). *Self-determination theory: basic psychological needs in motivation, development, and wellness*. New York: The Guilford Press.

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