

IKIGAI

THE JAPANESE FRAMEWORK FOR PURPOSE

Millennials and Gen Y have made a significant contribution to the discussion about purpose and meaning at work in the last few years. However, the human search for purpose and contemplation of life's meaning is nothing new. A quote from the Greek philosopher Plato (c.428-347 B.C.), one of Socrates' brightest students, tell us so.

“Man: a being in search of meaning. – Plato”



The Japanese have not only contemplated one the meaning and purpose of life but also developed a framework to help people in their personal quest. Ikigai (pronounced “eye-ka-guy”) means roughly, “to live the realization one hopes for” or “that which makes life worth living”.