



How To Discover your Purpose

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Having spent 20 years across various challenging roles from being a medical doctor, senior corporate executive at Pfizer technology entrepreneur and eventually CEO of my 3rd successive company, I've engaged with many successful people and studied their behaviours in life and work. I found that successful executives, entrepreneurs and professionals had some common traits, among them a clear sense of purpose and meaning which led to greater fulfilment.

Success in its truest sense should be defined by an individual themselves. However, for most people this is defined by their boss, family members, shareholders, employees, customers, or community. We are constantly under pressure to meet targets, deal with crisis, fulfil multiple obligations and still be expected to lead a 'healthy and normal' life. These conflicting priorities can lead to a sense of overwhelm and frustration that ultimately can eat away at our physical and mental health, work performance and even our financial situation.

Since I began coaching and advising executives, entrepreneurs and health professionals in 2008, I have taught several techniques to help them continue to advance their careers, whilst managing their personal wellbeing. Often people have difficulty connecting the relationship between the two worlds of work and life, which forms part of the problem. As such, this toolkit helps you discover your purpose and achieve a more holistic, integrated approach to success and wellbeing by living a more congruent life.

Discover your Ikigai (Purpose)

The Japanese believe that every human being has a purpose or a higher calling, which they called their Ikigai. The French call it the 'raison d'être' i.e. reason to be. Regardless of race, religion, work status or nationality, having a clear purpose in life and connecting with the meaning of your work allows you to see beyond short term frustrations, challenges and 'bad days', and understand how they actually contribute to your personal growth, vision and mission.

People that connect with their Ikigai in an authentic manner don't have to fake liking their careers, social circles or life; they love their life and it shows to their families, friends, colleagues or customers. It allows them to tap into a deeper sense of fulfilment and commitment that sees them through their career challenges and personal hardships. The first step to finding your Ikigai is to simply answer 4 questions as genuinely as possible, and then to find the intersection.



The Four questions are:



1. What do you love doing?

A good tip before writing this down is to close your eyes, observe your breathing slow down and 'feel' into your emotional heart-space (centre of your chest) so you can actually feel the joy. Do this for 1-2 mins and then write down what comes to you i.e. the activities, tasks and actions that you love doing. This could be your hobbies, travel, activities in your day-to-day work or life. Its important to be as specific as possible.

2. What does the world need?

What is the problem that you can solve really well. It could be a business problem, it could be family problem, it could be a societal problem. What is it that you see people around you really need. Write down what you currently know to be true, and a few ideas on future possibilities.

3. What can I get paid for?

A good tip before writing this down is to close your eyes. This question helps you understand how you can monetize your purpose. The reason for this is that in order to live your purpose long term, it is helpful to have a strategy that can financially support your actions. This also helps you reach more people and help others over the long term.

4. What am I good at?

These are your True Strengths i.e, tasks that you perform extremely well and people often commend you on how well you do them. They may not currently be related to your current work. Its important to differentiate strengths from True Strengths. Strengths are tasks that you are good at, but leave you depleted energetically if you perform them for too long. True Strengths are tasks that you can do for hours and still feel energized. You are 'in the zone' or 'in flow' when you are working with True Strengths.

Next Steps

In order to achieve a higher level of success in the long term, I often advise my clients that living and working with meaning and purpose is an active process that requires effort, yet yields much greater more satisfying rewards in life, career and personal wellbeing. If you have any questions or feedback, feel free to e-mail me at info@energesse.com or join our mailing list at www.avneshratnanesan.com for the latest tips for successfully living and working with purpose.

Your Purpose

The central intersection of answers to these 4 questions **is your purpose**.

Bear in mind that this is an evolving exercise. As you continue to learn more about yourself, your answers will be more refined and you can align your lifestyle, career, health and social behaviours to your purpose. This will help you achieve greater fulfilment and evolve as a person who leads your work and life.



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Contact us if you'd like a further consultation or workshop with your team or organisation.

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