

# STRONGER

Finding Your Purpose in Challenging Times

# **BURNOUT =** **A SYNDROME** **RESULTING FROM** **CHRONIC** **WORKPLACE STRESS**

WORLD HEALTH ORGANIZATION, 2019



- **Feelings of exhaustion**
- **Increased feelings of cynicism related to one's job**
- **Reduced professional efficacy**



# 42%



of the global workforce reported burnout in 2022



- ✗ **Inflexibility**
- ✗ **High expectations that are not sustainable**
- ✗ **Loss of control**
- ✗ **Lack of purpose**

**“A LIFEQUAKE...A  
MASSIVE BURST OF  
CHANGE THAT LEADS TO  
UPHEAVAL, TRANSITION,  
AND RENEWAL”**

Bruce Feiler













# FOUR ELEMENTS OF IKIGAI



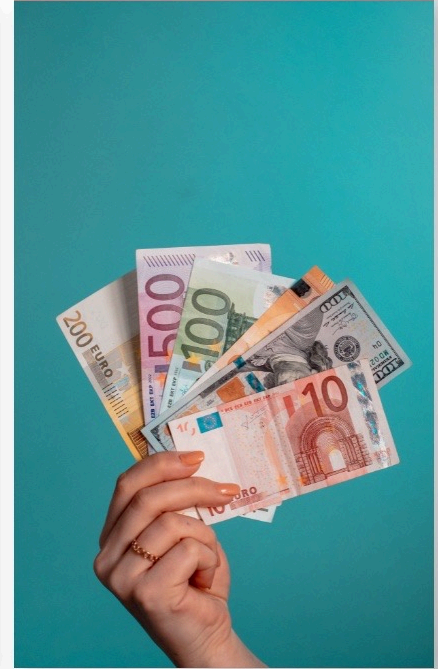
**Do what you're good at**



**Do what you love**



**Do what the world needs**



**Do what you can be  
rewarded for**

# WHAT YOU'RE GOOD AT



**Talent or skill**

**May be conscious or unconscious**

# WHAT YOU LOVE



**Excitement**

**You may or may not be good at it**



# WHAT THE WORLD NEEDS



**Contribute to the betterment of society**

**You may or may not be good at it**

**You may or may not like it**



# WHAT YOU CAN BE REWARDED FOR



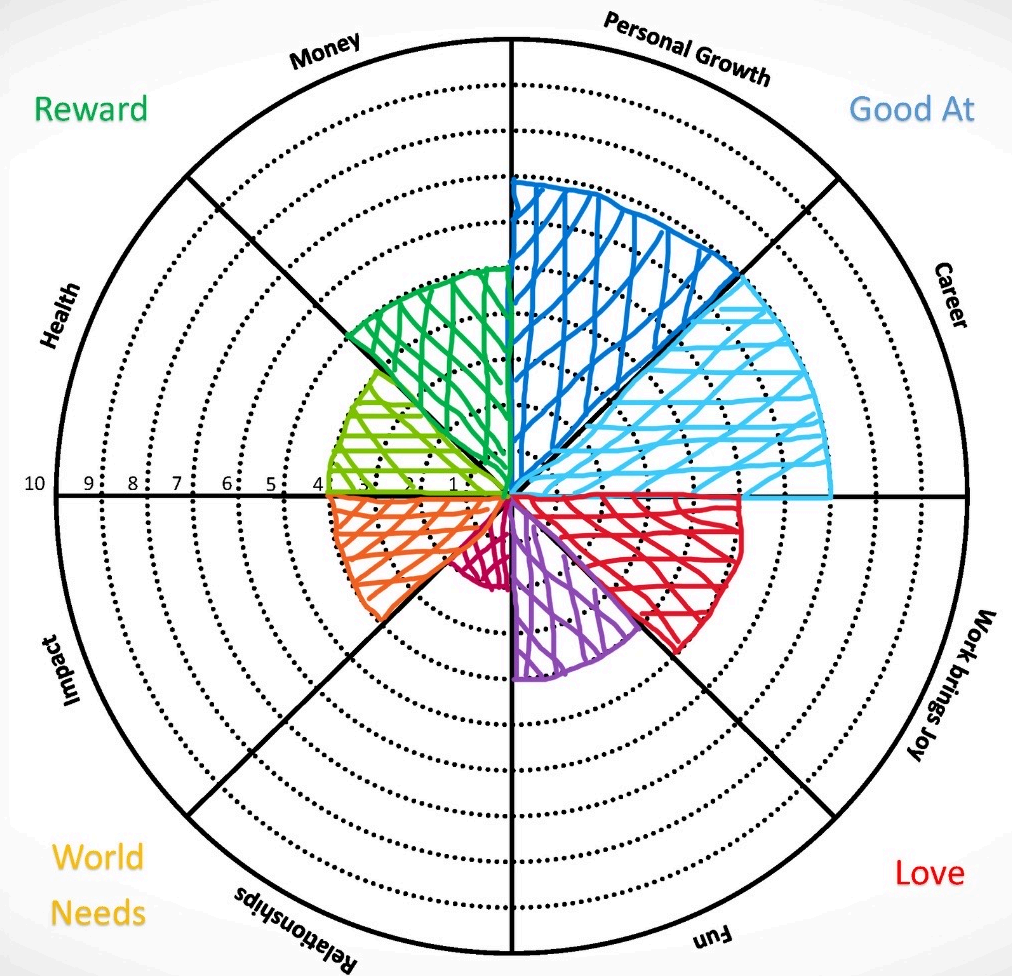
**May be money, may be other things**

**You may or may not be good at it**

**You may or may not like it**

**It may or may not be what the world needs**





**DO THE BEST YOU CAN  
WHERE YOU ARE  
WITH WHAT YOU'VE GOT**