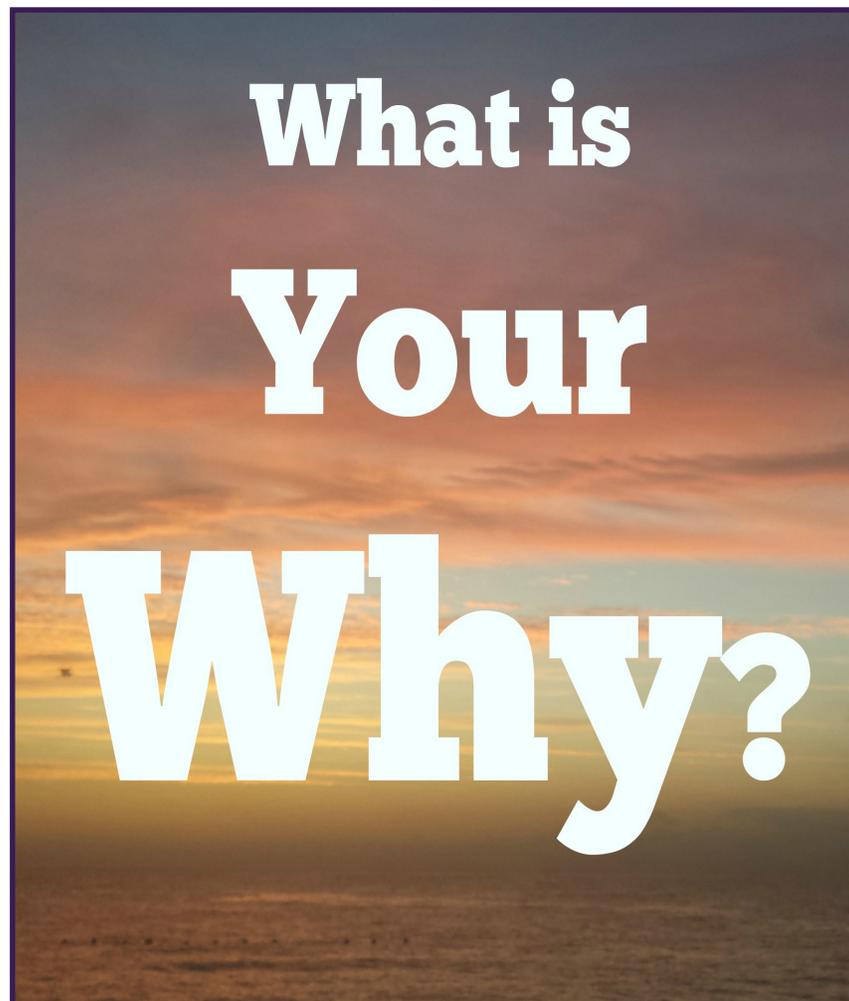




Creating salon success







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WHAT DO WE MEAN YOUR WHY?

What do we mean by our why?

The WHY is the purpose, the cause or the belief that drives every one of us to do what we do every day.

The Science of WHY

The whole concept of WHY is grounded in the deep beliefs in our brain. It is like it is in our internal make up.

Often we look at:

How

What

Why

The how

Business's 'How' factors might include their strengths or values that they feel differentiate themselves from the competition.

'How' messaging is also able to communicate with the limbic brain; the important part that governs behaviour and emotion.

The what

It's fairly easy for any leader or business to articulate 'What' they do. This can be expressed as the products a company sells or the services it offers.

For an individual, it would be their job title. 'What' messaging only engages with the neocortex; the part of our brain that's rational. This part of the brain is less of a driver of decision making than the limbic brain: the part that 'Why' and 'How' reaches better. Successful people and business's express why they do what they do rather than focusing on what they do.

The why

Probably the most important message that any business or individual can communicate as this is what inspires others to action.

Start with why, it is how you explain your purpose and the reason you exist and behave as you do. Successfully communicating the passion behind the 'Why' is a way to communicate with the listener's limbic brain. This is the part of our anatomy that processes feelings such as trust and loyalty, as well as decision making.

THE IMPORTANCE OF YOUR WHY

Ever wonder what your reason is for getting up every day?

Some of us go through each day searching for our 'why'. The purpose of our existence. Some stumble in their searches, while others make successful discoveries.

There are also those who have successfully identified their purpose but still veer onto different paths, diverted by other pursuits. You may have a why statement for work, but make sure you have a personal one too and make sure they are aligned.

This is a legitimate question to ask yourself and I hope this workshop gives you a bit of a guide on how to find your 'why' in life. I hope you can get some clarity on your purpose and by doing so benefit your work life and personal life.

The Importance of Knowing Your 'Why'

It is only when you understand your 'why' or your purpose that you'll be more capable of pursuing the things that give you fulfilment. It will serve as your point of reference for all your actions and decisions from this moment on. This helps you to measure your progress and know when you have met your goals.

The Japanese have the term Ikigai, which can be translated to mean a reason for being. This is anything that gives a deep sense of purpose to a person's life and makes it worthwhile. It is what you get up for every morning.

Ikigai helps you find your personal why, your reason for being, which is really important as we can get lost in our business why...

According to Ikigai there are five questions you need to answer, as well as 10 rules to keep in mind about applying ikigai in your own life.

Ikigai is seen as the convergence of the following four core elements:

What you love (your passion)

What the world needs (your mission)

What you are good at (your vocation)

What you can get paid for (your profession)

BENEFITS OF KNOWING YOUR WHY

The Major Benefits of Knowing Your “Why”

It provides clarity in your life. People who have a sense of purpose are often seen as being unstoppable. They are capable of shaping their lives in the ways they want. When you become laser focused on your goals, there's no question of why or you are getting up for each and every day to accomplish.

On the other hand, without knowing your purpose, you will be unclear about what you want out of life, and become prone to wasting your time on futile endeavours. This can leave you confused and cause you to lack confidence in your work.

It infuses you with passion for your goals

When you know your purpose in life, you are more deeply committed to pursuing your goals. The idea behind this is that you will never have to settle for less than what you want in life. The chances are slim that your ultimate goal is to work for someone else or be someone's assistant.

You probably want to create your own way. This goal will be fuelled by your passion.

It keeps you focused on your goals

When you've identified your life's purpose, it's easier to focus on what truly matters. You'll be better equipped to avoid distractions in order to achieve your vision. You'll practice this trait in the workplace, at home and in social settings.

To stay focused on your goals, they must be important to you. Your subconscious can try to trick you into believing that you want one thing, when in reality these things do very little to help you live out your purpose.

It helps you develop resilience

People who have a deeper sense of purpose in life are better at finding meaning in setbacks they experience compared with those who wander through life aimlessly.

When you know your purpose, you have a feeling of mastery that helps you let go of anything that goes wrong in your life that is irrelevant to your core values. This means that you can learn from life's hardships and bounce back quickly from adversity.

It allows you to live a life with integrity

Those who know their purpose in life understand who they are and what they are here for. They are more satisfied in general because they're living true to their core values.

When this is the case, a person doesn't have to put on a façade or act like they are passionate about a job that they truly dislike. Instead, their passion is genuine for everything they do and they always show up as their true selves.

ASK YOURSELF...

Don't focus on the 'what' in these questions think about 'why' you feel this way or 'why' you think like that.

What causes are you really passionate about? What matters most to you and why?

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What were you put on this earth to do?

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What makes you lose track so much you forget to eat?

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What did you love doing as a child?

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If you knew you were going to die, what would you do and what you want to be remembered for?

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Your WHY Statement should be simple and clear, actionable, focused on how you'll contribute to others, and expressed in affirmative language that resonates with you.

A simple format to use as we draft our WHY Statement:

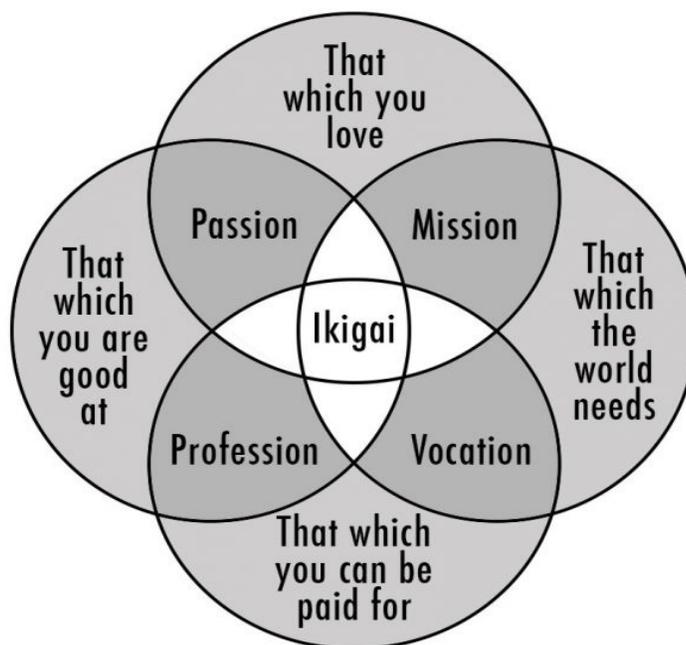
TO _____ SO THAT _____.

An example of a why statement. This one is based on my salon...

To create a place of bliss and harmony and provide a service to others in stressful times, so that they can feel 'Relaxed, Refreshed and Revived'.

WHAT IS IKIGAI?

The word ikigai, that space in the middle of these four primary elements, is seen by the Japanese as the source of value or what make one's life truly worthwhile.



What is your ikigai?

Before we dive in too deep, let's start with the correct pronunciation. After studying the concept for a bit, my understanding is that the correct pronunciation of ikigai is ee-kee-guy (not icky-guy or eye-key-guy).

The term has a long history, appearing as far back as the fourteenth-century.

Needs associated with ikigai are not simply equal to the desires for biological satisfaction or the desires of humans as social creatures. They are individual desires of humans as spiritual beings.

There is a particular method to figuring out what your ikigai is, based on the traditional Japanese culture that the concept was born from. It is built around four questions that you need to answer in a specific order.

You can draw your own diagram of the intersecting circles of the ikigai symbol and place your answers to the questions below in the large, outer circles. This allows you to quickly notice which words appear in adjacent or opposite parts of the diagram.

Take a few minutes and using the next few pages, look at the questions in more detail. Then write whatever key words, phrases and ideas come up for you.

HOW TO USE IKIGAI

What you love - this is about figuring out what you find fun, interesting and motivating

What would you do if you didn't have to worry about making money?
How would you spend your time on a long holiday or a free weekend?
What's exciting to you and gets your juices flowing when you do it?
What could you enthusiastically talk about for hours on end?

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What the world needs - figure out what you can give to the world, your culture or your family.

Who and what inspires you?
What issues in your community / the whole world touch you emotionally?
Are people willing to part with their resources to buy what you're selling?
Will your work still be relevant a decade (or even a century) from now?

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What you are good at - this is to figure out your natural gifts; your talents and skills.

What parts of your current job are you effortless good at?
What are you among the best in your workplace/community (or even the whole world) at?
With some more education and experience, could you be among the best at what you do?
What do people ask for your help with?

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HOW TO USE IKIGAI

What you can be paid for - what can put bread on your table, whether you enjoy them or not.

Lately, have you been paid for what you do? Have you ever been paid for what you do?
If not, are other people being paid for this work?
Are you already making a good living doing what it is that you're doing?
Can you eventually make a good living doing this work?

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Now, write some of these words in each circle, then look for areas of natural overlap. Once you have some answers to these questions, you can start looking at the various places where they intersect.

Think about all these elements and the connections they have to each other. The idea is to have all the intersecting parts in balance: right at the centre of your chart is the answer to your personal ikigai — that will be your key to a prosperous, joyful and long life.

In Summary

The secret to a long and happy life is to live with purpose everyday. The first step to living with purpose is to regain control of your destiny and the Japanese concept of ikigai is such a wonderful tool to doing this.

It can take some time to discover your reason for being. But be patient, you owe it to yourself.

Pursue it with everything you have, as soon as possible. Finding your ikigai is a very enlightening process and is totally worth the time and effort it takes.

AN EXAMPLE IKIGAI

An example of a diagram



Now there are 10 rules to live by for Ikigai. I quite like them,

so I wanted to share them with you...

10 RULES OF IKIGAI

- 1. Stay active and don't retire.** People simply do not retire. In fact, in order to do what you love for as long as you can, make it a priority to stay active in all stages of life.
- 2. Take it slow.** When you leave urgency behind, life and time take on new meaning. So instead of rushing your daily tasks, try to savour and enjoy them for the sake of your Ikigai
- 3. Don't fill your stomach.** Less is more when it comes to a long life. Eat a little less than your hunger demands. One of the most popular phrases in Japan is "Hara hachi bu," which means something akin to "fill your belly to 80 percent."
- 4. Surround yourself with good friends.** Friends are the best medicine. There for confiding, sharing stories, getting advice, having fun, dreaming... in other words, living. Basically, it's a great excuse to gather your girl squad for drinks more often. Hey, it's for your health!
- 5. Get in shape for your next birthday.** The body you move through life needs a bit of gentle daily maintenance. While the folks on the Japanese island of Okinawa do not perform rigorous exercise, they do regularly get up and move their muscles. Try setting an alarm on your phone every hour to remind yourself to get out of your office chair and move around.
- 6. Smile.** It's a privilege to be in the here and now and in a world so full of possibilities. Do your best to stay positive no matter what life throws your way, lady.
- 7. Reconnect with nature.** Human beings are made to be part of the natural world. Return to it as often as you can. In other words, do your best to make time in your busy schedule to get back to nature. Whether that's a weekend hike with friends or a bike to work once a week.
- 8. Give thanks.** Give thanks for everything that brightens your day and makes you feel lucky to be alive. Whether it's committing to writing in a gratitude journal or simply being more conscious of voicing your gratefulness to those who serve us throughout the day. Do your best to give more thanks throughout the day.
- 9. Live in the moment.** We all have those moments where looking ahead at our busy schedule leaves us feeling mega overwhelmed and stressed. Today is all we have. Make it worth remembering."
- 10. Find your Ikigai.** There is a passion inside you, a unique talent, that gives meaning to your days and drives you to share the best of yourself until the very end. You heard it go get 'em, lady!

TAKE AWAYS FROM TODAY

You will understand what do we mean by our why and also the importance of knowing your 'Why', as well as the benefits.

I am hoping that by looking deeper into yourself and asking yourself some questions, you are much closer to realising and understanding your why.

Your why should look at your values as a person and what you live for. This will help you create a why statement for your business too. This will also link to your why. Making sure everything is in alignment.

I have explained about Ikigai too, as I think this is a great way of looking at you as a person, looking at your values and coming up with what you are really good at. Also where your passions lie. Hopefully it will relate to your business too. Again making sure everything is working in alignment, creating a harmonious way of living.

The 10 rules of Ikigai are a great reminder of some of the ways we could choose to live our lives by. I am not telling you to live a certain way. Just may be you can take some things from today and have a deeper connection with yourself and your life purpose and why.

Lots of love

Louisa xx



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