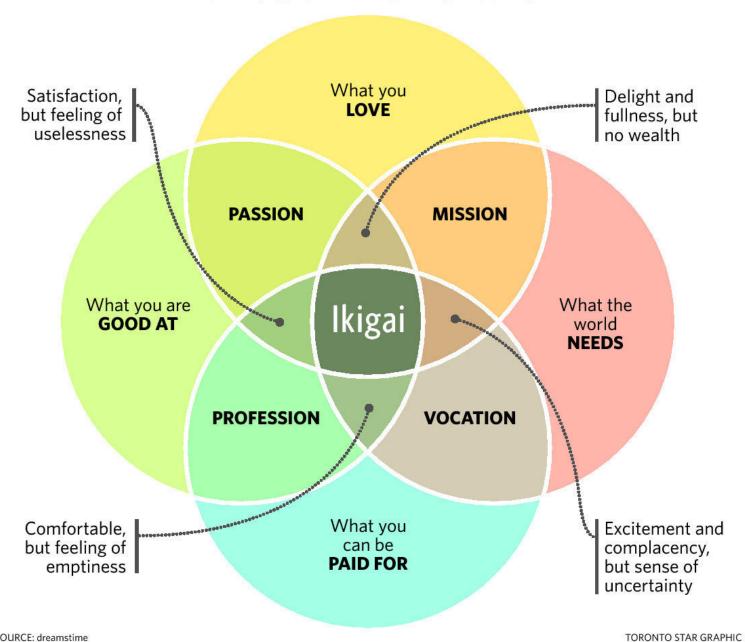


## Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you're going so that you better understand where you are now and so that the steps you take are always in the right direction.

— Stephen Covey —



