



Exploring the world's needs is a crucial step in the process of discovering one's Ikigai. It is by identifying the problems to be solved, the challenges to be met, and the opportunities to be seized that one can align their unique potential with a significant contribution to society.

To explore the world's needs, it is essential to develop a keen awareness of one's environment, to listen to weak signals and emerging trends. This requires cultivating insatiable curiosity, taking an interest in various fields and seeking to understand the complex challenges of our time.

A powerful approach is to start from one's own observations and frustrations. What are the situations that call us, outrage us or inspire us? Often, our emotions are the signal that there is a need to be met, an injustice to repair, or a solution to invent. For example, if we are touched by the loneliness of the elderly, we can see it as an invitation to create intergenerational initiatives.

Exploring the world's needs also involves exchange and dialogue with a diverse range of actors. By discussing with experts, entrepreneurs, association activists or committed citizens, one can deepen their understanding of the stakes and identify concrete action paths. Social networks, conferences and events are all occasions to meet inspiring people and nurture one's reflection.

Another fruitful track is to immerse oneself in realities different from one's own, whether by traveling, volunteering or exploring unfamiliar professional environments. These experiences of decentralization allow one to become aware of the diversity of experiences and needs, and to broaden one's field of possibilities.

There are also numerous resources to explore the major challenges of our time, like the UN's Sustainable Development Goals which draw a roadmap for a fairer and more sustainable world. By studying these global issues, one can identify those that resonate the most with our values and aspirations, and look for ways to contribute on their own scale.

In the context of Ikigai coaching, support in exploring world needs aims to help the client find their place in the big puzzle of society. The coach invites the client to look with curiosity and empathy at their environment, to ask themselves: "What touches me? What makes me want to act?".

For example, the coach can suggest to the client to map out the problems that call out to them and the solutions that inspire them. By visualizing these elements, the client can start to trace links between their skills, their passions and the needs of the world, and to sketch paths of engagement aligned with their Ikigai.

The coach can also encourage the client to conduct exploration interviews with people who work in areas that attract them. By discovering their backgrounds, motivations and challenges, the client can refine their vision of the contribution they wish to make and the skills they need to cultivate.

Exploring the world's needs is a journey that requires humility, daring and perseverance. It is by accepting to be touched by the challenges of one's time, by daring to imagine new solutions and by persevering despite obstacles that one can chart their path towards an Ikigai full of meaning and impact.

As the anthropologist Margaret Mead put it so well: "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has." By exploring the world's needs and addressing them with unique talents, everyone can become an actor in this change and give deep meaning to their existence.

Key takeaways:

- Exploring the world's needs is essential to align one's unique potential with a significant contribution to society.
- It is necessary to develop sharp awareness of one's environment, nurture one's curiosity, and take an interest in various fields to identify problems, challenges, and opportunities.
- Starting from your personal observations, frustrations, and emotions can reveal needs to be met or solutions to invent.
- Interaction with experts, entrepreneurs, and committed citizens allows to deepen your understanding of the issues and find concrete action paths.

- Immersing yourself in different realities by traveling, volunteering or exploring unknown environments broadens your field of possibilities.
- Studying major global challenges like the UN Sustainable Development Goals helps identify those that resonate with your values and aspirations.
- Ikigai coaching helps the client to look curiously at their environment, map the problems and solutions that inspire them and conduct exploration interviews to refine their vision of the contribution they wish to make.
- Exploring the world's needs requires humility, daring and perseverance to become an actor of change and give deep meaning to one's life.