IP BEST PRACTICES

The Purpose Journey

A best practice shared by Bettina Guirkinger.

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The Purpose Journey

Enables individuals and teams to connect personal purpose with professional contribution through honest self-discovery, meaningful dialogue and sustained reflection.

Key steps

Guide participants through individual self-discovery, helping them identify what truly gives meaning, energy and direction, supported by reflection from people close to them.

Connect purpose, passion and strengths using the Ikigai model, and translate insights into practical steps through group dialogue and peer connection.

Strengthen engagement, creativity and innovation by linking individual purpose to collective impact in daily work, and anchor insights through a 5-week Purpose Journal, requiring just 15–20 minutes per week to support lasting behavioural change.

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