



## + Live a life with **purpose** and thrive at home and at work

This keynote explores the concept of Life purpose vs purpose and meaning at work. Together we will explore together concepts like life purpose, Ikigai, meaning and purpose at work.



Most experts affirmed that only 3 percent of the world's seven billion, truly know their life purpose and have the opportunity to live by it.

Recent studies demonstrate that purpose is a neuroprotective, meaning that it creates cognitive resilience.

Organizations with a clear purpose outperform the market by 42 percent, while purposeful brands grow 69 percent faster than others on the market.

In the years to come, more and more individuals and organizations will make purpose their main driver.

This 75-minute keynote includes three 5-minute discussions where participants apply the concepts and model to their life.

In this sparking session participants will learn about:

- The benefits of discovering life purpose.
- Meaning and purpose at work.
- The trend towards purpose in organizations, which is not only limited to profit