

INCUBATOR studio

Growth Catalyst



STRENGTHEN YOUR BUSINESS ROOTS

*The step-by-step guided reflection to
identify your business why*

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Chapter 1



**SHALL YOU
PRESS THE
RESET BUTTON?**

MANY OF US COME ACROSS THE FOLLOWING QUESTIONS AT SOME POINT OF OUR PROFESSIONAL LIVES:

What could make me a great(er) professional?

How could my talents contribute to making the world a better place?

How come my expertise does not translate into rewarding revenues?

Isn't there more to life than this daily routine?

& AS WE GRADUALLY DIG DEEPER, THEY TURN INTO:

Why do people choose me?

Who do I see when I look in the mirror?

What would make me happier?

What should I do with my life?

What is my worth?

What is my vision?

What we want to help you explore today, is what makes you a sustainably unique, happy, high-impact, aligned & successful entrepreneur.

Welcome on your journey to IKIGAI /**生き甲斐** with Incubator Studio.

**WHO are you?
Who are YOU?**

This is the double question we strongly advise you to ask to yourself as a powerful [re] foundation and cement to your successful business...

Ok, we're talking Japanese there, and you're not a Japanese literate.

No problem!

IKI

- life
- being humane



GAI

- the realisation of what one expects & hopes for.
- value, worth.



- A reason to live, a reason for being;
- A thing that you live for, something that gets you out of bed in the morning;
- A purpose in life, a deeper sense of living, your personal mission.

IKI GAI

Chapter 2



HOW CAN YOU FIND YOUR IKIGAI?

Count approximately 1 hour of serene reflection to fill in this questionnaire, as you will probably need to spend some time on each of the questions to calmly think and reply.

We use this tool as a powerful initial reflection with every client **whose business we [re]position,**

whose brand we [re]create,

whose messages we [re]set,

whose brand identity we [re]vamp,

whose website we [re]build,

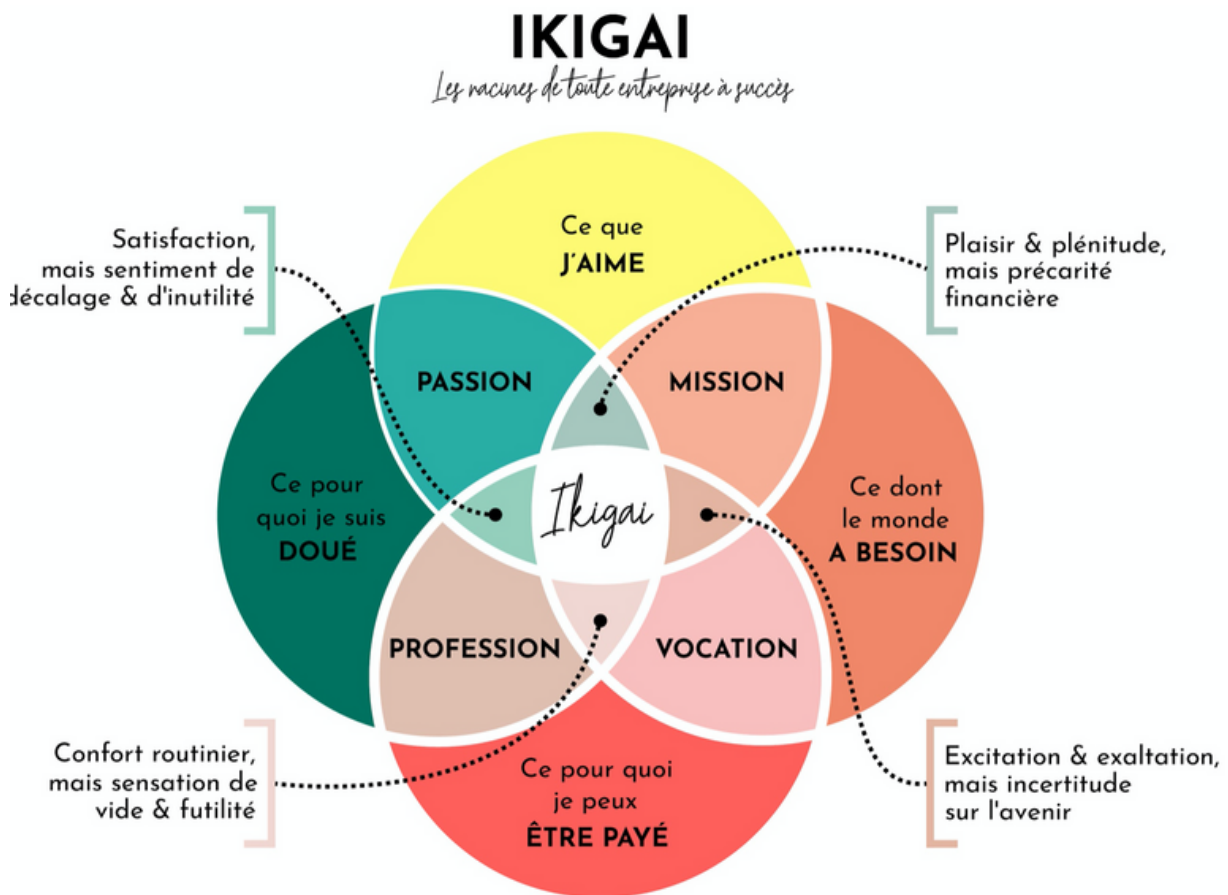
whose growth strategy we [re]design.

We can therefore guarantee that it works.

Trust the process!

LET'S GET STARTED & EXPLORE THE DRAWING BELOW!

Look at its various zones from the outside towards the center:



- The four external zones stand for the four dimensions of your life purpose.
- The four middle zones stand for the intersection of two of those dimensions.
- The middle zone is your unique WHY, where every aspect of you is aligned.

Chapter 3



FUNDA- MENTAL QUESTIONS ABOUT YOURSELF

There are no right or wrong, judgements, streamlined or ideal answers. There are no guidelines to answer the questions below “properly” or accurately.

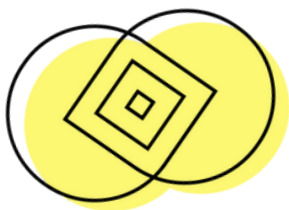
Just write down the first words that come to mind and... find as many as you can! There are no restrictions, no limits :) Don't be too humble or shy.

1. What do I love?

2. What do I believe that the world needs?

3. What can I be paid for?

4. What am I good at?



Well done! Should we move on to the next step of this self-reflection?

Chapter 4



CROSSROADS & INTERSECTIONS

THIS IS WHERE THINGS BECOME TRICKY & REQUIRE SOME MENTAL GYM :)

1. What is my MISSION, at the intersection between “what I love” & “what I believe the world needs”?

[Think of what gives you wings, what makes you unstoppable.]

2. What is my VOCATION, at the intersection between “what I believe the world needs” & “what I can be paid for”?

3. What is my PROFESSION, at the intersection between “what I am good at” & “what I can be paid for”?

[It can be your past or current profession(s), as well your dream profession(s), as long as those professions make you feel aligned & resonate with you.]

4. What is my PASSION, at the intersection between “what I am good at” & “what I love”?

[If you feel like you haven't found your passion(s) yet, what are the activities that make you stand out, that you particularly enjoy doing, that you are particularly sensitive to?]

Chapter 5



YOUR SWEET MAGIC ZONE



1. What is my very own reason for waking up every single morning with drive, in peace & harmony, my sweet spot where my MISSION, VOCATION, PROFESSION & PASSION meet?

2. How can I translate my reason to wake up, my life purpose, my unique personal "why", also called ikigai, into a specific business or brand "why", "reason to be"?

3. How & to what extent can my personal “why” strengthen the roots of my business?

4. Based on my answers, what are the 5 urgent aspects of my business that I need to adjust, uplift & change NOW?

*Let's maximize & monetize this fundamental quest to your benefit,
to the benefit of your business & of your clients!*



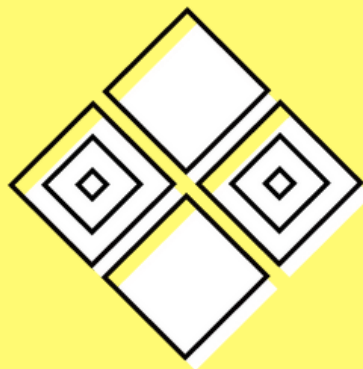
CONCLUSION



Congratulations on this deep self-reflection which is the root of a sustainable business turnaround. Trust us, this introspection will bear a lot of fruit!

If you have any finding, lightbulb or existential question to share with us, we are here to serve, just send us a email at welcome@incubator.studio.

In the meantime, we would like to share here our final thought: research has proven that only 10% of how long an average person lives is dictated by our genes. The other 90% is dictated by our lifestyle. & it's not only about diet or workout! We are biologically programmed for procreative success & not for longevity. This is written in nature. Longevity has actually a lot to do with purpose in life. Being mindful of this concept of ikigai, embracing your WHY, might just help you live a more fulfilling & aligned personal & professional life.



WHO ARE WE?



AURÉLIE BÉCAT

*Positioning Strategist &
Brand Therapist*



CORALIE ROCQUE

*Art Director &
Web Identity Designer*

**Extracting from your brand essence
the strategic acceleration of your success.**

We designed & built a boutique consultancy that supports the go-to-market & growth of solopreneurs, startups & SMEs. Incubator Studio increases small companies' authority, reach, traction, impact, success & profits.

INCUBATOR studio

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**TO
YOUR
SUCCESS!**

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