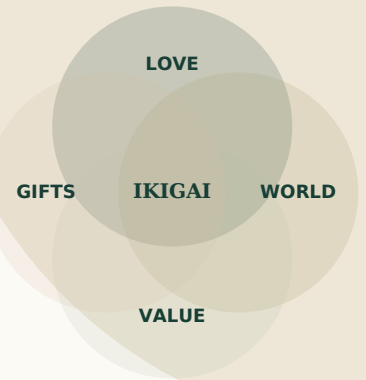


A COMPLIMENTARY GUIDE



10 WAYS TO LIVE WITH MORE PURPOSE

A thoughtful introduction to the philosophy of ikigai

Create a life - and a space - that feels more like you.



What is ikigai?

Ikigai is often described as a reason for being - the sense of meaning, enjoyment and contribution that gives shape to everyday life.

It does not need to be one grand purpose. It can be found in the work you care about, the people you love, the rituals that ground you and the place you call home.

HOW TO USE THIS GUIDE

Read one idea at a time. Pause at the reflection question, click into the writing space and note whatever comes naturally. There are no perfect answers - only clues to what feels aligned for you.

Small choices, repeated gently, can change the quality of a life.

01

Stay active

MOVEMENT



THE IDEA

Purpose grows when we keep contributing. Continue doing the work, hobbies and acts of service that make you feel useful, creative and alive.

A MOMENT OF REFLECTION

What activity makes you lose track of time - and how can you make room for it this week?

A SMALL PRACTICE

Choose one meaningful activity and give it twenty uninterrupted minutes.



02

PAUSE

Take it slow



THE IDEA

A hurried life can become a life barely noticed. When urgency softens, there is more space for presence, discernment and genuine quality.

A MOMENT OF REFLECTION

Where could you choose a calmer pace today?

A SMALL PRACTICE

Leave a little space between two commitments. Do not rush to fill it.



03

NOURISH

Eat until you are satisfied, not full

THE IDEA

The Japanese idea of hara hachi bu invites us to stop eating when we feel about 80% full - a gentle practice of awareness rather than restriction.

A MOMENT OF REFLECTION

What does comfortable satisfaction feel like in your body?

A SMALL PRACTICE

Pause halfway through one meal and notice your level of comfort.

04

BELONG

Keep good company



THE IDEA

Warm friendships support resilience, laughter and belonging. Make time for people who let you be honest, hopeful and fully yourself.

A MOMENT OF REFLECTION

Who leaves you feeling lighter after you spend time together?

A SMALL PRACTICE

Send a voice note or make a call to someone who feels like home.



05

FLOW

Move for the life ahead



THE IDEA

The body thrives on regular movement. Choose forms of exercise that feel sustainable, enjoyable and supportive of the person you want to be.

A MOMENT OF REFLECTION

What kind of movement would feel good - not punishing - today?

A SMALL PRACTICE

Take a walk, stretch gently or move to one song you love.



06

Smile

LIGHT



THE IDEA

Joy does not require ignoring what is difficult. It means staying available to beauty, humour and possibility, even on imperfect days.

A MOMENT OF REFLECTION

What is one small thing that genuinely lifted you today?

A SMALL PRACTICE

Look for one moment of beauty and allow yourself to enjoy it fully.



07

RESTORE

Return to nature



THE IDEA

Nature helps us remember a slower rhythm. Sunlight, fresh air, trees, water and open sky can restore perspective and calm the nervous system.

A MOMENT OF REFLECTION

Where can you spend ten quiet minutes outdoors this week?

A SMALL PRACTICE

Step outside without your phone and notice five things around you.



08

RECEIVE

Practise gratitude



THE IDEA

Gratitude redirects attention toward what is supporting us now - people, health, shelter, opportunity and the ordinary gifts we often overlook.

A MOMENT OF REFLECTION

Write down three things that are supporting you right now.

A SMALL PRACTICE

End the day by naming three ordinary things you are grateful for.



09

PRESENCE

Live in this moment



THE IDEA

The past can teach us and the future can guide us, but life is experienced now. Give your attention to the moment that is actually here.

A MOMENT OF REFLECTION

What deserves your full attention today?

A SMALL PRACTICE

Do one familiar task slowly, with your full attention.



10

PURPOSE



Follow your ikigai

THE IDEA

Your ikigai is the thread of meaning that gives energy to your days. It may be a calling, a craft, a relationship or a way you contribute to others.

A MOMENT OF REFLECTION

What feels meaningful enough that you would like more of it in your life?

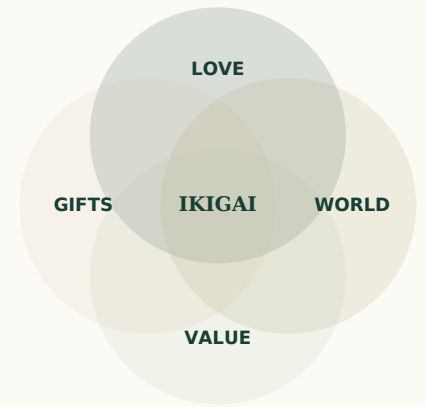
A SMALL PRACTICE

Notice what gives you energy this week. Treat it as a clue.



YOUR LIFE. YOUR SPACE. YOUR PURPOSE.

Come home to what matters to you.



At Ikigai Real Estate, we believe a home is more than a property. It is the setting for the life you are creating - your rituals, relationships, wellbeing and future.

If you are considering your next move in Dubai, our advisors would be happy to understand what matters to you and help you explore the right options with clarity and care.

A HOME CAN BE

A place to grow

A place to connect

A place to exhale

START A CONVERSATION

ikigaire.ae

