Twitter Thread by mattschnuck



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Jim Collins coached Jeff Bezos and Amazon.

He estimates that only 3% of the world has figured out their “Ikagai” or “Hedgehog”.

Here’s what they are and how you find yours:

Most people don’t get clear about their purpose because they suck at asking for help.

I know because I did too.

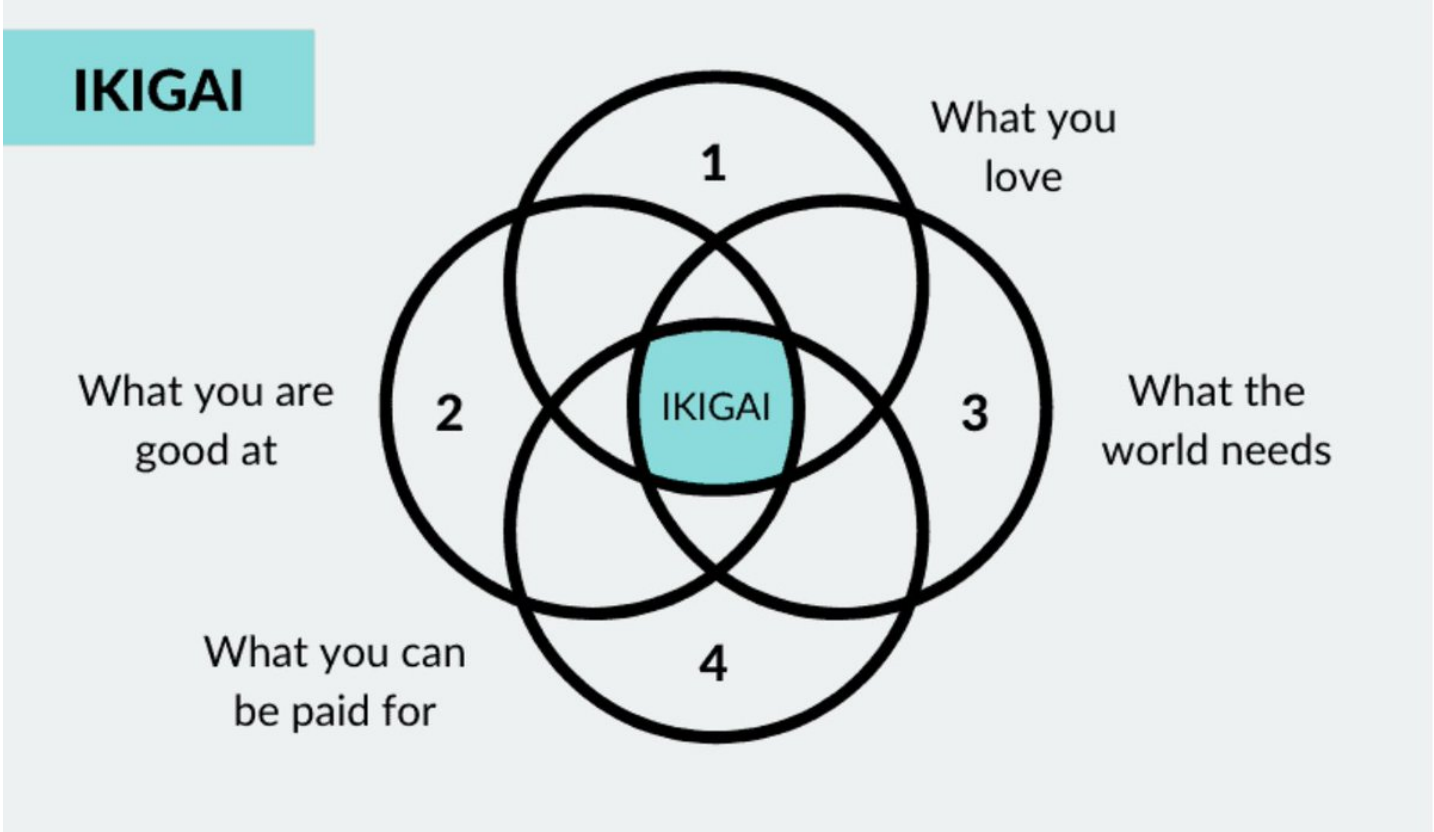
Articulating your “reason for being” isn’t to be done alone.

Most of us need some structure & help from others.

Let’s get into it.

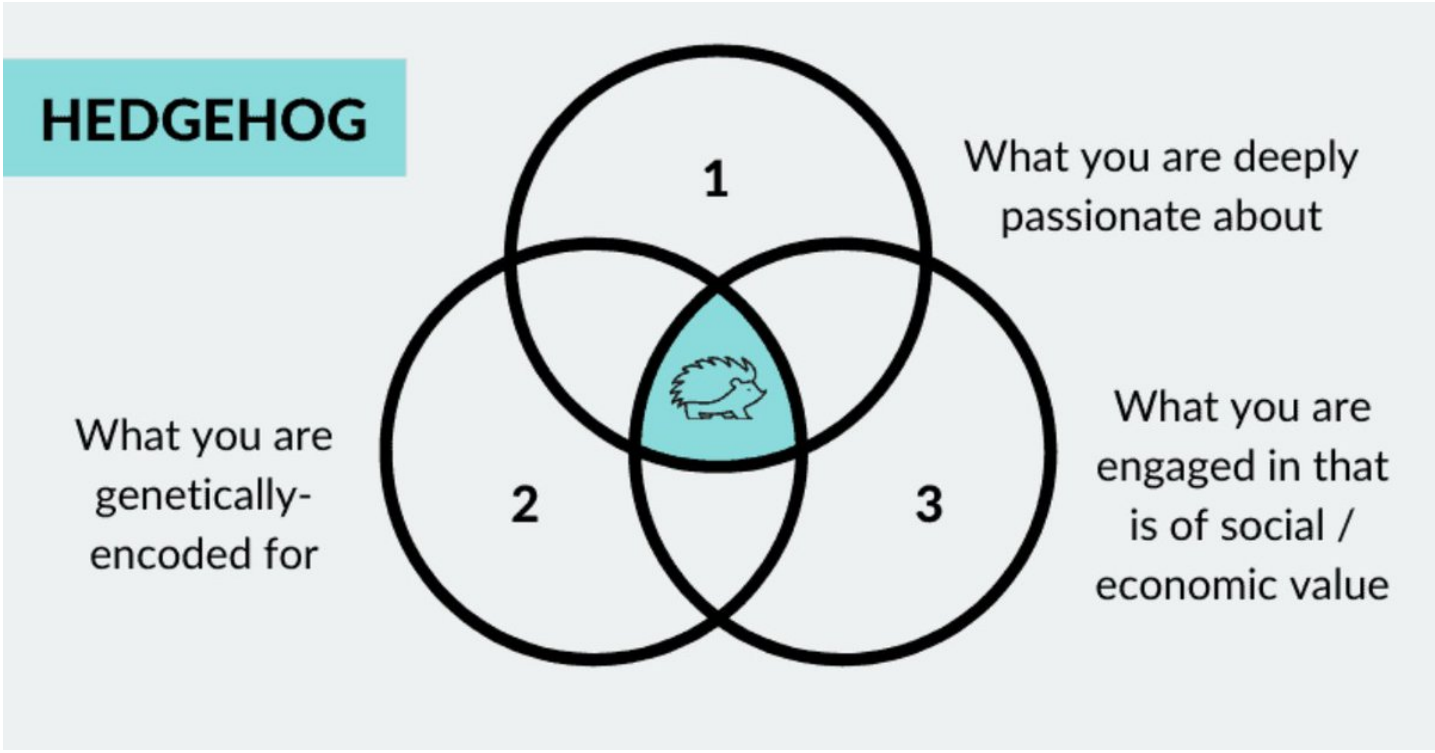
The Japanese term “Ikigai” or "reason for being" is the intersection of:

1. That which you love
2. That which you are good at
3. That which the world needs
4. That which you can be paid for



The Hedgehog is from researcher and business author Jim Collins and is the intersection of:

1. What you are deeply passionate about
2. What you are encoded for
3. What drives your economic engine



After decades of research, Jim found that MAYBE 3% of people take the time to define this for themselves, whether they use Ikigai, Hedgehog or some other framework.

From my experience coaching entrepreneurs, I'd say 3% is a generous estimate.

The best leaders in the world are excellent at distilling the complexity of their life or business into a simple hedgehog concept.

But how do you find and articulate your own personal sweet spot?

Easy - you just need 3 sheets of paper and some trusted advisors who will tell you the truth.

Let's do a quick exercise using the Hedgehog model.

Step 1:

On the first sheet of paper, explore your passion.

Finding Your Hedgehog

Step One: Exploring your Passion

What am I truly passionate about?	
What do I love to do?	
What are the things that, even if there's drudgery in them, I really have passion for doing them?	

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Step 2:

On the second sheet of paper, reflect on your energy and results as you work. Explore what you are encoded for.

Finding Your Hedgehog

Step Two: What are you Encoded For?

What are those things that, when I do them, I feel as if I was made to do this?	
This just fits the way I'm constructed. It fits my psychology.	
It fits my capabilities. It fits what maybe I was even put here on this earth to do.	

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■ALERT ■ - there is a BIG difference between being passionate or good at something & being ENCODED for it.

Example: Collins thought he was good at math until he got to Stanford & met fellow students who were encoded for it.

He would later discover his encoding was in teaching

Step 3:

On the third sheet of paper, write all the things you can think of that would allow you to have an economic engine.

Finding Your Hedgehog

Step Three: Your Economic Engine

What are ALL the things you could do in which you could make a living?	
Even if it's not traditional, what are all the possibilities for you to make money?	
From side-hustles to main gigs, what money-making options exist for you?	

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Step 4:

Give copies of these three sheets to your personal board of advisors.

These are people whom you admire & whom can provide perspective to you with brutal honesty.

Ask them: where do they see the overlaps?

What do they think is the right intersection for you?

Step 5

Edit, revise and INTEGRATE the feedback from your advisors.

Adopt the Hedgehog as your own.

Psychologist Abraham Maslow defined self-actualization as:

1. “Discovering what you are meant to do"

And

2. "Committing to the ardor of pursuing it with excellence.”

Don’t skip #1 and don’t try to do it alone.

As we start 2023, before pursuing anything with ardor...

If your direction could be more clear, run this simple exercise to bring into focus what you are meant to do.

If you enjoyed this thread:

• Follow me @mattschnuck for more threads on EQ, entrepreneurship, and growth.
• Retweet the first tweet to share with someone looking to refine their Hedgehog or Ikigai
https://t.co/GqLeaptVFi

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> — mattschnuck (@mattschnuck) January 4, 2023

Credit to @SlowwCo for the great images.

Please check out their work on the topic
https://t.co/0amSIdODpd