

Ikigai for Career Counselling and Study Choices

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Abstract

This paper presents the theoretical foundations of the ikigai concept and explores its potential application within educational settings, with a particular focus on its implementation in the Slovenian context. Ikigai is examined as a holistic approach to study and career decision-making that transcends traditional counselling models focused solely on the alignment of interests and abilities. The aim is to demonstrate how ikigai, used as a personal compass, can help young individuals make decisions that are in line with their values, potential, and long-term aspirations. The paper analyses the advantages of ikigai coaching in comparison to conventional guidance approaches, emphasizing its applicability across three key stages of the educational journey: before, during, and after formal study. It further introduces a structured five-phase model of ikigai coaching as an example of good practice. In addition, an interview offers confirmation that Ikigai coaching is not a static diagnostic tool but an evolving and personalised framework, capable of supporting students through various stages of academic and personal development. By doing so, this article contributes to the broader discourse on integrating more personalised, reflective, and meaning-oriented guidance tools into the Slovenian education system tools that may enhance student engagement, well-being, and long-term career satisfaction

Keywords: Ikigai coaching, career counselling, intrinsic motivation, personal development, holistic guidance, study choice, Slovenia