



# Ikigai (生き甲斐) in IT and Inspirational Leadership

Ekaterina Serban

Head of Privacy and Cyber Security

A woman with long dark hair, wearing a bright yellow raincoat, is smiling and looking upwards. She is holding up her right hand, palm facing up, as if feeling the rain. The background is a soft-focus green, suggesting an outdoor setting. The overall mood is joyful and carefree.

**What are you good at?**

**What are you paid for?**

**What do you love?**

Love what you do...





# Ekaterina Serban

Head of Data Protection and  
Cyber Security



*Origin - Russian/ Uzbek*

*Born in Kyrgyzstan*

*Grew up in Engels, Russia*



*Live in Stuttgart, Germany*

- IT strategy and digital, transformation, legal and compliance
- Global IT project management from 2012 Stuttgart, Germany
- Logistics and Supply Chain Engels, Russia, 2007



*Married to Romanian*

*2 daughters (6 years and 2 year)*

*Speaking 4 languages at home*

*International Certified Nutrition Expert*

# Ikigai (生き甲斐)

**iki (生き) - life and kai (甲斐) – benefit, worth, purpose**

Ikigai is a Japanese secret to Health, Happiness & Longevity.

It referring to something that gives a person a sense of purpose, a reason for living, the feeling of accomplishment and fulfillment that follows when people pursue their passions.

# 10 rules of Ikigai

1. Stay active, don't retire
2. Take it slow
3. Don't fill your stomach
4. Surround yourself with good friends
5. Get in shape for your next birthday
6. Smile
7. Reconnect with nature
8. Give thanks
9. Live in the moment
10. Follow your IKIGAI



# Find flow in everything your do...

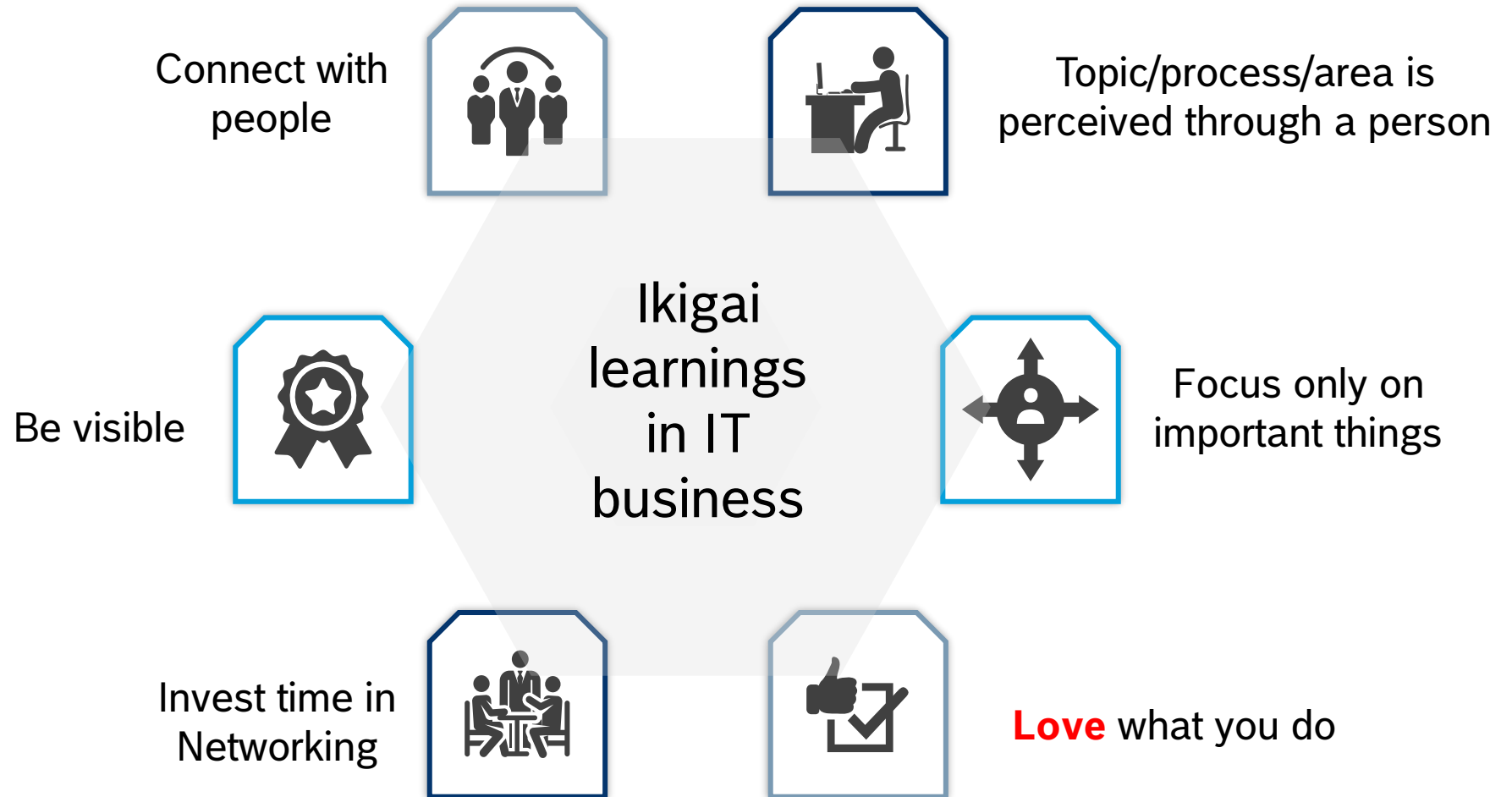




# Find flow in everything your do...

- Going with the flow: there is no future, no past.  
There is only PRESENT.
- Power of flow and requirements to achieve flow
  - Knowing what to do (have a clear, concrete objective)
  - Knowing how to do it (concentrate on s ingle task)
  - Knowing how well your doing
  - Knowing where to go (have a clear, concrete objective)
  - Perceiving significant challenge (choose a difficult task, but realistic)
  - Perceiving significant skills
  - Being free from distractions





# How do I steer it as a Female Leader following my Ikigai?

1. Trust your people
2. Give freedom
3. Positive Leadership
4. Inspire people to grow
5. Connect with people
6. Be available
- 7. Love what you do!**



**What are you good at?**

**What are you paid for?**

**What do you love?**