



LIVING WITH PURPOSE

Having a sense of purpose in life – something to live and strive for – is an important part of being happy, successful and productive.



As Friedrich Nietzsche, the German philosopher, wrote, 'He who has a why to live can bear almost any how.' Cultivating a sense of purpose comes from a belief that we are connected to something bigger than ourselves, whether that is being part of a spiritual belief system or a community, family or project.

Research shows how purpose impacts our health and quality of life:



According to a study published in the New Scientist, a sense of purpose helps prevent heart attacks and strokes and delays dementia. It also enables people to sleep better, have better sex and live longer.



Research published in one of the journals of the Association of Psychological Science suggests that having a purpose in life is an indicator of healthy ageing as it 'appears to widely buffer against mortality risk across the adult years'.



An earlier study of Japanese men and women found that those who had a strong connection to their sense of purpose (called ikigai) tended to live longer than those who didn't.



In his study of 'Blue Zones' (communities around the world where people are more likely to live past the age of 100), Dan Buettner identified the factors common among most centenarians. One of the identified factors is a strong sense of purpose.

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