

OPPORTUNITY #7

HOW TO SUPPORT PEOPLE IN LIVING
A MORE FULFILLING LIFE?

THE MINISTRY OF SELF-REALISATION

As universal needs are met, governments make a priority of self-realisation in legislation, influencing their own agenda across all areas of policy as well as that of their citizens

WHY IT MATTERS TODAY

Well-being: from happiness and self-realisation⁵⁹ to positivity and having a meaningful life.⁶⁰

Where happiness is focused on attaining pleasure as an outcome, self-realisation is the process by which individuals try to reach the highest potential from self-acceptance, understanding purpose in life, uncovering and applying personal talents, making positive social connections, managing everyday life and operating with autonomy.⁶¹ One of people's highest needs, from one's own realisation of talents and potential to personal integration and unity of purpose.⁶²

Including the Middle East, the global personal development market was valued at around \$38 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of more than 5% from 2020 to 2027 to reach \$57 billion by 2027.⁶³ The market includes but is not limited to books, platforms and coaching in mental health, motivation, self-awareness, skill enhancement and related areas and is expected to continue its advance enabled by technology, neuroscience and greater psychological understanding.

SECTORS

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THE OPPORTUNITY TOMORROW

As people live longer and healthier lives, and as automation and technological advances change the nature of work,⁶⁴ citizens' expectations of government could shift to include support for self-realisation and more fulfilling lives. In keeping with the dynamics of an era of quantum shifts, governments may evolve to adopt such a focus in policy and legislation, taking into consideration the impact each policy will have on citizens' potential for self-realisation as well as their interactions with each other and government.

While a single ministry can undertake such a role, novel forms of cross-department governance may allow for greater impact. By taking a cross-disciplinary approach, governments could look for policy solutions to support individuals' efforts for self-realisation. This can include promoting initiatives on: self-improvement; lifelong education; career and skills development; community engagement; and cultural and sporting activities.⁶⁵ These can be supported by new metrics to measure growth.

BENEFITS

As well as enhancing individual well-being, these initiatives encourage positive interactions with others and thus improve social cohesion.

RISKS

A risk of governments unintentionally impinging on individuals' liberty and agency when determining what constitutes self-realisation.