

# **Real Ambition**

**Quit Dreaming and create success your way**

**Psychologies magazine**

**This book invites you to look beyond  
material success and find a deeper path to  
fulfilment**

**A definition of ambition based on seeking and aspiring to something gives each of us the opportunity to choose what we want to achieve.**

**Ambition is often seen as achieving something at the expense of others.**

**Old style ambition is burnout, real ambition  
is balance**

**We live in a dynamic, forceful, moving, active society. We have to constantly do and achieve. Yet, this is a burnt out and stressed society.**

**Ambition needs balance and it might take a while to get there.**

**Ambition is having drive and enthusiasm towards a clear goal for positive purpose.**



**Ambition is human and humans evolve.**

**Ambitious people aren't very good at doing the same thing for very long. It's not negative boredom but a craving for newness, energy, fun.**

**Want can come from fear, such as the fear of having no money, or the fear of being alone.**

**Get away from ambition that is only about  
money**

**It's important to think about human connections: what are we doing for the people in our lives?**

**If you get your energy aligned and are doing all the right stuff for you, then there's an effortless feeling to creating success.**

**Success is being present, truthful, having integrity and making a difference to others and yourself.**

**Living in a diverse city is good for ambition because you don't have to worry so much about what people think of you.**



**Risk and definition has changed. Most people I want to employ want several jobs , they don't want to be pinned down.**

**When people think in terms of freedom it's so much more satisfying : ambition and risk are in the eyes of the beholder.**

**People who get to the top don't waste time waiting for the right moment to start. Don't wait.**

**Successful people tend to be unconventional , often going beyond expectations into new areas. They break through the norms. They don't play it safe.**

**Do what you love and what you're great at.  
If you dream you can't quit.**

**Some people fulfil their desires because they are able to assess and deal with obstacles.**

**The education system doesn't encourage each individual to develop an internal evaluation system so that they learn how and when they are motivated.**

**If you're told time and time again you're not good enough, you will believe it.**



**When you focus on ego and wanting  
prestige, you can miss out because you're  
not looking at all the options available to  
you**

**People often start out in one area of a career and disc over a whole world that ultimately leads them to their calling.**

**If you are struggling, then you need to ask yourself why. Effort is a good thing-but its not the only ingredient.**

**Life isn't black or white, nothing in our lives  
is ever just one thing.**

**Constantly evaluating yourself with the expectation that you should be better can lead to giving up, especially early on.**

**If everything about your ambition is based on external motivations, then it's likely to be false or short lived.**

**When people watch too much TV and TV provides the basis for their social identities , they are more likely to come across to themselves and others as fake.**

**Not pursuing your own creativity will eventually leave you stagnant and frustrated**



**If you learn what motivates you, then you  
can harness ambition**

**Find a wave that helps you and ride it.**

**Hang out with people who are more ambitious and brave than you- who you hang out with does influence who you become, so if you are safe and timid and risk averse.**

**Make what you've got today better. Or  
change it. Don't get stuck on thinking that  
the grass is greener somewhere else.  
Perfection doesn't exist.**

**You can dream big or small. Dream big and then plan the small details. Or see how you can grow the smallest idea.**