

## How to get clear on your career ambitions

Letting go of the ladder means looking at our career development differently. Up is not the only way. In squiggly careers, success is as individual as we are and ambition gives us the drive to achieve the things that matter most.

### Why ambition matters

- Without ambition, we lack direction in our development and a source of motivation
- Ambition helps us persevere through the knotty moments

"Intelligence without ambition is a bird without wings."

[Salvador Dali, Artist](#)

### Coach yourself questions

What ambitions are driving me right now?



Why do these ambitions matter to me?



### Ideas for action



#### 1. Define ambition for yourself

Identify 3 people you admire for their work.

Write down what is is about how and what they do that you respect.

Look for any common themes.

- How can their work help you define your own ambition?

#### 2. Connect ambition with action

Turn your ambition into an action you can take today, however small. Sounds like:

- My ambition: *to work in an organisation with a purpose I feel connected to*
- Action I can take today: *Sign up to events that involve Bcorps .*

#### 3. Share your ambitions with others

The way you speak about ambition with yourself should be clear and succinct. Sounds like:

- I want to be a project lead by the end of the year*

The way you speak about ambition with others should invite support. Sounds like:

- Over the next 12 months, I'd like to with you on how I become a project lead.*

### Recommended resources



[How to have ambition: 3 important lessons we can all use in our careers](#)  
Article in Stylist



[Ambition vs. aspiration with philosopher Agnes Callard](#)  
Rethinking with Adam Grant podcast



[Ask the expert: Ambition](#)  
Sarah explores ambition with author Shellye Archambeau