

Own Your Ambition

Redefining ambition. Reclaiming purpose.
Resisting comparison.

"Chase the moon, and even if you miss, you'll land among the stars." We've all heard the quote but what does it really mean to chase your moon? Ambition is a personal pursuit, often misunderstood. When your dreams don't fit someone else's narrative, people may respond with envy, jealousy, or even resistance. But ambition is not something to shrink from. It's something to own. In this powerful, thought-provoking keynote, Tiana Sanchez challenges the conventional view of ambition. You'll learn how to recognize the ambition you carry, navigate the opposition that comes with it, and shape a vision that's grounded in purpose.

The Journey: Three Phases of Ambition

- **Origin** – Unpack the moments, influences, and environments that shaped how you view ambition today.
- **Opposition** – Identify the failures, setbacks, or criticism that distorted your view of success.
- **Opportunity** – Create a new outlook that aligns your ambition with conviction, clarity, and calling.

4 Types of Ambition. What Type of Ambition Do You Have?

- **Good Ambition** – Purpose-driven, goal-oriented, and flexible when needed.
- **Reckless Ambition** – Rooted in ego, driven by envy, and harmful to your integrity.
- **Circumstantial Ambition** – Fueled by obligation, not desire—survival over purpose.
- **Faithful Ambition** – Anchored in values, mission-focused, and uncompromising on what truly matters.

After this keynote, participants will:

- **Define** their personal ambition and identify how it's been shaped by life experiences.
- **Recognize** the difference between healthy ambition and destructive comparison.
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