

## DIRECT

# Indicating Ambitions



Indicating ambitions is one of the Direct style behaviors in the Sphere of Influence 360°.

Why should you indicate your ambitions? Because sharing your ambitions gives others insight into what you desire to achieve while making you more accountable for achieving those goals. Two ingredients are particularly important when sharing your ambitions:

- What do you want to achieve?
- How do you expect to get there?

In this exercise, we help you identify these two ingredients so you can share them with others.



**“The question isn’t who is going to let me, it’s who is going to stop me!”**

**- Ayn Rand**

## Exercise 1: Desire

Write your ambition (i.e., a goal you strongly desire to achieve) in the table below.

The goal I strongly desire to achieve is:



## Exercise 2: Expectations

Before sharing your ambition, we recommended working out your expectations first: how do you expect to get there? This way, it is easier to transfer your ambitions. It also helps you check whether your ambitions are achievable, realistic, and worth pursuing.

The SMART methodology is a great way to define your ambitions clearly. SMART is short for **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound. Answer the questions in the tables below to formulate your ambition using SMART.

### Specific

What exactly needs to be accomplished?  
Who is involved? When will it happen?  
Why do you want to accomplish this ambition?



## Measurable

How will you know you have succeeded?



## Attainable

Do you have the resources to achieve the ambition?  
Is the ambition likely to bring you success?



## Relevant

Is this a worthwhile ambition?  
Are you genuinely committed to achieving it?



## Time-bound

What is the deadline for realizing the ambition?  
When would you like to begin taking action?



Reflect on the input you provided above and check whether you still think your ambition is worth pursuing. Verify also whether the time is right or if you need to wait until you have the relevant resources to achieve your ambition.

If it's time to share your ambition, go for it.

**Good luck!**

## Evaluation:

How did your attempt to indicate your ambitions work out?



1



2



3



4



5

What did you learn? What insights did you gain?

What went successful? What would you do the same again?

What can you do to improve your performance?

What is your next step?