

WHEN AMBITION IS GREATER THAN FAILURE

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Abstract:

Ambition in business can be a good or a bad thing unless you find the balance exactly as you do in life. If you cluster the umbrella of qualities that ambitious people have, you can surpass failure. You must be motivated, powerful, endowed with cleverness, reliable, assertive, resourceful, self-assured but also enthusiastic, generous in the complexity of the world we live and where we must be ready to take risks. We have numerous examples of powerful persons who created ambitious projects all over the world. But some of them have turned into failure meaning that the ambitious people who created them were convinced that they reached perfection. I would better say excellency is the right term. That is why we say that ambition is the weapon of successful people but if being used adequately.

Key words: success, perseverance, strategy, blue ocean, diminish

Is ambition a good or a bad thing?

Our world is one in which the ambition and the high purposes represent law. Everybody who aspires to something higher will always regard the others very suspiciously. Neither morality nor law prevent the ambitious persons in our world to reach their goals. If someone becomes successful on his own strengths then we are very harsh with him and always try to find faults and anything wrong if possible.

Ambition is not something wrong if a balance is found in this respect as in any aspect of human life.

It is known that ambitious people start their success where others stop in failure. Success always means accepting some responsibilities and in a final analysis the only quality that successful people prove is the ability to assume responsibilities. We must wish success and not perfection. We have the right to be wrong and that is how we learn new things and advance in life and it is

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success that hides in the ambition of not giving up. Success means to know the personal qualities and trusting them and is directly proportional with the work striven and passion to reach it. Those who obtain it are the ones who can see a new opportunity every day, those who know to appreciate every success by transforming it into a step towards the peak. That peak we look at with open eyes and with sincerity. Ambition is a force that you have, it is determination and the wish you want to carry out. You may be born with it or you may have got it in time. If you wish something by no means you must fight for it. You do not give up. Ambition means perseverance which is the continuation and endurance in time. It is toughness, tenacity, firmness. If you get lost on your way, then perseverance appears. Regardless the obstacles you can find the way further on and continue until you reach the target. You must be tolerant too. You cannot leave everything in life for the sake of fate otherwise we would tend to reach an apparently natural disorganization. If being motivated, if ambitious, powerful and endowed with cleverness it is our choice to be successful or not.

In our world nothing is impossible. It is the case of the ambitious persons whom we have in view when speaking about the cities of the future.

I think it is dangerous to make people believe that they did something perfect and still the ambition of building the city of the future can make us change our mind. Something that seemed impossible has become a reality and I am thinking about the city of Masdar the world's most advanced laboratory for hi-tech environmental technology. It was designed by Fosters and Partners who have also designed Index Power Tower in Dubai. Touted as the 'City of the Future', this project was introduced as the world's first zero-carbon, zero-waste and car-free city where photovoltaic panels would generate electricity and concentrated solar power would provide the cooling. And that's not all. A solar-powered desalination plant would be responsible for providing water, while landscaping within and crops grown around the city would be irrigated with grey water and treated waste water produced by the city's water treatment plant.

It came into being as an extremely ambitious project, of the most sustainable communities on the planet, an emerging clean tech cluster that offers a creative and entrepreneurial atmosphere where businesses can thrive and innovation can flourish, in part because the city itself serves as a model of what green urban development can be. Masdar City is being designed and

operated to provide the highest quality of life with the lowest environmental footprint - all in manner that is commercially viable.

The Teflon-coated wind tower in Masdar City, which shows citizens how much energy the community is consuming

A model of an upcoming project at Masdar shows a conference center suspended from the ceiling

The city remains around 15 degrees Celsius cooler than the surrounding area because of its unique design – the 148-foot high wind tower which helps push cool breeze through the streets

There are no light switches or water taps in the city. Movement sensors are used instead to cut consumption of light and water by more than 50%

The city is powered by a 54-acre field of 87,777 solar panels, in addition to panels on roofs

Mix electric vehicles and clean-energy vehicles will be used for transportation within the city

Every machine the students use, every fridge door they open, or light they leave on, is recorded via an intelligent digital grid that senses and controls energy use and lets the power provider intervene. Showers turn off after a few minutes, sensors switch on fridges and lights. Temperature and water use can be centrally controlled.

But this ambitious city has problems. Was it good or is it wrong what ambitious minds did here?

- There are 287 permanent residents,(they should have been 50.0000 who are the students of the local University. Then there are commuters working at the project itself or its sister companies, such as IRENA or Siemens.9THERE SHOULD HAVE BEEN 40.000)
- The city looks like a ghost one:
 - sand storms that blow through the streets that are empty as well as the buildings that are empty too
 - due to the economic crisis Masdar has also been re-dimensioned.
 - the transportation system, which is claimed to be perfectly sustainable and electrified PRD driverless pods. However, this system is apparently not working that fine since it is not connecting peripheral spots, which are actually pivotal for commuters

* Its future is unclear. The \$22 billion experiment may have had good intentions, but if Masdar teaches us anything, it's that intentions are

meaningless without excellent planning. And also, you could build a new green city, but wouldn't it be greener to fix the ones that we already have?

Too isolated, too expensive, too empty. The embryo town appears rather as a symptom of the obsession of a state with regard to its future. What will become of this territory, once the hydrocarbon reserves underneath its soil are depleted?

Here we speak only about ambition but maybe there is more than this; there is hope that someday what has started as a dream and meanwhile has become reality is going to be useful for humanity.

According to how you take advantage of it ambition can be a friend or an enemy. If being an ambitious person you will for sure build many things in life but you could also ruin many at the same time. Ambition is the weapon of successful people but also it can be a dangerous weapon for those who do not know to use it.

Usually ambition is associate with stubbornness and conceitedness. Ambitious people can build empires but at the same time if they do not control them they can go to ruin as quickly as they have been built.

A perseverant, dogged person who rises every time he falls down will always fight to take it from the beginning until he succeeds. Anything you wish in life very much must be done with several ambitious attempts and this is changing your life no doubt.

But controlling such qualities means that you'll have only benefits in life and nothing will be impossible for you to obtain.

What may happen when ambition harms?

1. When having imposing wishes wrapped in glory

It is essential to have expectations, to aim at reaching all objectives or to get some things much easier but if such desires are wrapped in glory they hinder you from seeing the less pleasant part. Therefore, being realist is very important.

2. You may forget to live in the present

Very often we defy the present and consider that everything we live is but passing. It is good to focus on future and to make plans but do not forget to enjoy the present!

3. You have in view a single objective

It is very good to have plans for the future but you are wrong when you focus on a single thing and miss details. Also it is important to value the relationships you have.

It is very interesting to study the activity of successful people. Why? Because ambition is that characterizes them. It is the way they go on in life regarding the obstacles, they do things that others have no courage to, and mostly they carry out their dreams.

Ambitious people have brilliant performances. They innovate, they create something new or at least they focus on a new domain, towards the blue oceans untouched by competition and where they can be very successful and enlarge their business very quickly. In the blue oceans where you create a new market, you develop the demand and obtain differentiation at a lower cost. How risky it can be? It is no doubt but an ambitious person can diminish risks by taking into account some principles of the blue ocean strategy:

1. First you may encounter the risk of search or wrong choice of the domain regarding the commercial opportunity unless you stay within the excellency domain.

2. In the second place you can become embarrassed in schedules as far as any new activity cannot be foreseen correctly from a financial point of view. Then there are 4 steps to be followed:

- a) Visual wake up when setting up the first diagram of strategy
- b) Visual exploring analyzing ways of innovation, advantages for each alternative
- c) Presentations of visual strategies asking for feedback from clients, from non clients, from rivals.
- d) Visual communication by distributing the strategic profiles ahead and after and supports the projects that can lead you to the target situation.

3. In the third place there is the scale risk and so you must aim beyond the existent demand

4. Then there is the risk of the business pattern which can be diminished if asking the questions:

- a) Is there exceptional utility for the buyer?
- b) Is the price accessible?
- c) Can you reach the target cost to become profitable at the price you have chosen?

5. We may encounter the management risk We must take into account the 3 E : engagement, explanation, clarity of expectation

The great problem of the blue oceans is their sustainability: time needed for the strategies to be imitated by competitors. The solution will be innovation namely always be ready in finding a new blue ocean.

The strategy is very interesting within the context of the following observations:

- There are no permanent excellent industries. The attractiveness increases or is diminished after a period of time.
- There are no permanent excellent companies
- The blue oceans do not appear only through technical innovations but through innovations in value.

Successful stories of the past are relevant for any business that aspires to be great. But they are not always very convincing. Good business people create replies in their ways. Successful businesses have high levels of motivation that bring them close to ambition.

The ambitious people study hard, understand opportunities, take firm decisions for what can be controlled.

It seems that the way to excellency has no shortcuts. Everything that concerns this is related to the abilities, qualities, dreams, of the ambitious man whether he is an entrepreneur or manager, or architect or anyone who pushes the limits to be successful. Excellency is not to be brought from outside.

If you get stuck within the business world or are desperate for a new challenge it is advisable not to forget about the ambitious Richard Branson and many others who can be an incredible source of inspiration for you.

Richard Branson considers ambition very important and comes with some pieces of advice that we must ponder over:

- It is necessary to get oneself noticed in newspapers, namely you have to sell yourself
- To take risks and be prepared for failure
- To be creative and innovative
- To consider opportunity as favouring the mind which has to be ready; the more you are practicing the luckier you may be

Conclusions:

We all like to believe about us as having around beautiful things and this is normal as we must love ourselves first of all. However, from time to time it is good to confirm what we think about us and why not do this with ambition:

Ambitious people:

1. have both sleepless nights and worn out days.
2. know exactly what they want but do not fear to share with the others their dreams
3. each day is fully lived
4. they resist failure because they know this is but it is a key to success
5. they dream but they strive to make their dreams come true
6. they compete all the time
7. they must be able to work under stress and tension
8. they must be very creative
9. adapting to economic situations is very important
10. abilities for communication that has to become an art are imperative
11. they must carry on anything they start regardless whether they have unimportant or important tasks or projects
12. they must be positive with themselves and the people around
13. they must be visionary and very selective

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