

# REFRAMING AMBITION

— Manifesto —

*The factory is gone.  
Repetitive work has been automated. Manual labour has been outsourced.  
Employment is becoming scarce.  
Meanwhile, our social securities are becoming increasingly insecure.*

*However  
in return we now can build our own micro-factory:  
We can be our own brand (instagram.com),  
produce our own news (twitter.com),  
find investors through our own bank (kickstarter.com),  
manufacture our own goods (makerbot.com)  
and have our own stores (etsy.com).  
Next to work,  
we can earn extra by running our own hotel (airBnB.com),  
having our own taxi company (carpooling.com)  
or even selling our personal data (datacoup.com).*

*These new tools are radically changing our options.  
On the one hand they're offering exciting opportunities:  
they are creating greater autonomy and flexibility  
and leaving more space for self-development.  
But on the other hand they also hold the danger  
that if we don't know how to select, filter and choose,  
these options might overwhelm, exhaust and ultimately depress us.*

*Today the problem is no longer routine, but multitasking  
The problem is no longer a lack of information, but a lack of focus.  
The problem is no longer boredom, but constant hype.  
The problem is no longer choice, but choosing.*

*Every day we're confronted with an endless buffet of choices and excitement.  
But if we'll just randomly pick all the things we like our plate will taste like nothing.  
The promise of this era will only be met by those  
who will be able to manage them carefully.*

*Therefore these times need new aspirations.  
They need a mindset that is more focussed  
on how we do things rather than on what we do  
on achieving something rather than on becoming someone.*

*Because if we manage to do so  
our imperfections will become features, failure part of the experience.  
Work will become a journey, money a medium, satisfaction the reward  
and ultimately success will become the ability to do what you want to do.*

*Reframing our ambitions will allow us to navigate more easily  
through the abundance of new options in order to fully enjoy them.*