

THE SCIENCE

OF

AMBITION

2010

EV I T A I I C I I I I









LADY

GAGA





F

A

M

E

THE MYTH

OF

STRATEGY

VOGUE INDIA

# Lady Gaga invents the first 'black' perfume

When you spray it it comes on clear. Wicked!

BY VOGUE TEAM

13 July 2012





VANITY FAIR

Subscribe

BEAUTY BLOG

# Lady Gaga: Breaking Ground on Her FAME

BY SUNHEE GRINNELL

OCTOBER 1, 2012





LADY GAGA

AMBITION



# AMBITION



~~Trivial  
Evil~~

# ATTENUATING THE LINK BETWEEN PERCEPTION OF EFFORT AND (REALITY)

“When (purposeful) people see a lot of work ahead of them, they don’t necessarily think it is going to be overwhelming or daunting. Instead, they may be motivated to think ‘I’m still going to try to climb this.’ For them, **higher and steeper doesn’t mean harder**”

**stripe**





1. Is this the most ambitious plan you could come up with?
2. What would you propose if you had unlimited resources?



We believe that Stripe will be far better in the future than it is today.

When considering ideas, we think “how might it work?” is more interesting than “why will it fail?”

And we think that ambitious, energetic, and deliberate efforts directed towards progress are surprisingly effective in improving the state of the world around us.



## History of Robben Island Route

- First Robben Island swim was recorded swim in 1909 when Henry Charteris Hooper swam from Robben Island to the old Cape Town harbour, took him just under 7 hours to complete about 11km.
- Robben Island crossing is a challenge even to accomplished swimmers, mostly due to the cold water temperature (average 13 - 14 degrees), challenging sea conditions and sea life.
- By 30 Jan 2023 there has been **2 534** solo crossings registered with the CLDSA (*Interesting fact: less than the 11,346 Mount Everest summit ascents - July 2022*)

I'm hoping to swim the RI crossing early May 2023 (1st/2nd/3rd) and was on a call earlier today with Michelle Petring that was hosted by the CLDSA.



**MAKE SOMETHING**

**AMAZING**

**HAPPEN**

MAKE SOMETHING  
**AMAZING**  
HAPPEN

