

Welcome to the Ambition Interview Guide

An Overview of the Interview

This project is intended to create a first draft of your Life, Financial, and Professional Ambitions. Ambition is a fundamental skill that allows one to survive, be free, and to live a good life. The interview includes a half day working session where you will be asked a series of personal and professional questions that will produce a draft version of your 'Ambition'. Post-interview support is available and can be discussed if desired.

During the interview, you will be asked to describe many aspects of your personal and professional life. The intention with this approach is to establish a baseline, or the current status of your ambition. This includes the standards to which you take care of yourself, your family, work, education, spirituality, and more. These areas are your Personal Domains of Human Concerns as defined by Dr. Fernando Flores (more info about Dr. Flores and his work are provided on the website - link below).

In addition to the personal, or Life Ambition questions, you will also be asked to provide basic financial information and professional roles. We will only speak in generalities and everything shared is confidential.

What You'll Get

After the interview is completed you will receive three resources in digital files:

- Draft of Your Ambitions
- Customized Summary Report
- Personalized Worksheets
- 3x 50 minute Strategy and Design Sessions

Draft of Your Ambitions

You will receive a comprehensive report of your Life, Financial, and Professional Ambitions. Included with this extensive report will be an overview of the interview, the questions asked during the interview, detailed descriptions of each Ambition type as well as overview of each of the 13 Permanent Domains of Human Concerns. This will be delivered securely as a 100-150 page PDF file.

Customized Summary Report

You will receive a Customized Summary Report extracted from the larger report that provides only your draft Ambition Report. Included within the Summary Report are overviews and responses for your Life, Financial and Professional Ambitions. This will be delivered securely as a 25-35 page PDF file.

Personalized Worksheets

You will receive a customized worksheet created for your Ambitions. There are approximately 200-250 questions tailored specifically to your ambitions. These questions are designed to help you reflect, refine your thinking, and make progress toward your ambitions. The worksheets can be worked on independently, or you can continue your work through additional engagements which are designed to advance your ambitions through 1:1 coaching or more extensive project work. The worksheets are delivered securely as a Word Document file.

Strategy and Design Sessions

Following the Ambition Interview and delivery of your draft report, we'll engage in a focused Strategy & Design Session to move from insight to action. In 3x 50-minute sessions, we'll review and refine the core elements of your ambition, clarifying your desired outcomes, identifying strategic leverage points, and translating vision into a practical design for progress. Together, we'll prioritize key moves, map out a custom path forward, and align your ambition with your

available energy, time, and resources. This is where we shift from exploration to execution ensuring your next steps are bold, grounded, coherent, and deeply aligned with what matters most to you.

About Your Facilitator: Thomas ‘Tommy’ Knoll

Thomas “Tommy” Knoll is an intrapreneur, entrepreneur, and business professional with a track record of success in diverse environments. He has international business experience across multiple industries including corporate innovation management and consulting, technology, e-commerce, and importing and distribution.

He’s currently the founder and CEO of Innov8rs CoLab, an expert network of Chief Innovation Officers and growth leaders from some of the largest organizations in the world. Innov8rs CoLab helps corporate innovation teams solve big innovation and growth challenges while in the long-term unlocking uncommon enterprise value for clients and members.

He’s married with two children and lives in Louisville, Colorado.

Personal Ambition Journey

Thomas began working with personal ambition in 2000 through The Aji Network. For many years, he had been searching for the right language to articulate his ambition and with The Aji Network found it. It was a profound moment - one of those ‘when lightning strikes’ where the pathway becomes clear. It was quite profound. From that moment, and ever since, he’s been designing, redesigning, updating, and evolving his own personal ambition. He finds this work of developing and deepening his own ambition to be one of the richest and most meaningful aspects of life. He hopes to share some of this journey with you in hopes that it enriches your life also.

Methodology

The basis for this Ambition Project originated through the work of Dr. Fernando Flores and Toby Hecht and The Aji Network.

Dr. Flores, a Chilean philosopher, entrepreneur, and former politician, introduced the concept of permanent domains of human concerns as part of his work with ontology, language, and leadership. His work is influenced by Martin Heidegger's existential philosophy, John Searle's speech act theory, and Humberto Maturana's biology of cognition.

Toby Hecht and The Aji Network adopted and advanced the Permanent Domains of Human Concerns (PDHC) as an essential element of a fundamental strategy that includes ambition as the foundation. Mr. Hecht defined PDHC's as a fundamental component for ambitious business professionals who seek to produce top 1% income and marketplace performance. Building on the PDHC's as a foundation for Life Ambition, he added 'Financial' and 'Professional' Ambitions to complete what we call 'Ambitions' and Part 1 of the larger fundamental strategy.

On Permanent Domains of Human Concerns

Every human being 'has' concerns and 'is' concerns. These are two different distinctions that are similar although different. 'Having' a concern means that one must act to 'take care' of some domain in their life. 'Being' a concern simply means these concerns exist regardless of whether they are cared for or not. Acting to take care of concerns in coordination with having the concern allows us to view it objectively while also designing action to 'take care' or 'take superior care', depending on your standard.

Human Concerns are categorized into three domains: Linguistic (body, play, sociability, work, family), Historical (education, career, money, membership, and world), and Self (dignity, situation, spirituality). 'Linguistics' is invented and exists in language, 'Historical' exists within the past and present time horizons, and 'Self' has to do with matters of the conscious and subconscious as well as identity.

An overview of the Permanent Domains of Human Concerns can be found [HERE](#)

Pricing

The fee to conduct the interview and provide three deliverables: Draft of Your Ambitions, Customized Summary Report, Personalized Worksheets is \$3,500 due prior to the beginning of the interview. (Pricing valid through July 15, 2025)

Ambition retreats are also available and will be considered on a case by case basis, additional fees required.