

# TEDx Talk by Katie Hornor Uses an Unlikely Metaphor to Inspire Entrepreneurs

SIOUX FALLS, SD, UNITED STATES,  
September 17, 2024 /

EINPresswire.com/ -- As the world of entrepreneurship continues to grow, it can be easy for business owners to lose sight of their true purpose. However, seasoned business coach, keynote speaker, and author [Katie Hornor](#) is on a mission to change that. In her newly released TEDx talk, "What Flamingos Taught Me About Purpose," Hornor draws on personal encounter with flamingos and a powerful



Katie Hornor, TEDx Speaker

metaphor to encourage entrepreneurs to step out of fear and into their divinely-given purpose.

Hornor's TEDx talk has been making waves in the entrepreneurial community, as it offers a unique perspective on living your purpose through the vehicle of business. Using the graceful and resilient flamingo as a metaphor, Hornor shares her own journey of overcoming fear and embracing her purpose as a business owner. Through her talk, she challenges entrepreneurs to do the same and to let go of limiting beliefs that may be holding them back from achieving their full potential.

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The flamingos were unflustered, unbothered, unafraid of the dangers in their river. Just calmly confident in who they were and their job. What if every entrepreneur had that kind of confidence?”

*Katie Hornor*

As a business coach, Hornor has helped thousands of entrepreneurs find success and fulfillment creating businesses in service of their life and purpose. Her TEDx talk, along with her award-winning book "[The Flamingo](#)

[Advantage](#)" is inspiring and empowering others through her personal experiences. Through her powerful message, she hopes to ignite a fire within entrepreneurs to value their work as a way to further their passions rather than a deterrent.

About TEDx, x = independently organized event - In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like

experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

For those interested in learning more about Hornor's TEDx talk and her work as a business coach, keynote speaker, and author, please contact Tresa Salters at 605-592-4108 or email [Team@TheFlamingoAdvantage.com](mailto:Team@TheFlamingoAdvantage.com). Hornor's TEDx talk is now available for viewing on the TEDx YouTube channel and at <https://theflamingoadvantage.com/flamingo-tedx>. Don't miss this opportunity to be inspired to live your own purpose boldly through the wisdom of flamingos.

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## Katie Honor

What Flamingos Taught  
Me About Purpose



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Katie Hornor receives applause at her TEDx Talk

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