

FOR IMMEDIATE RELEASE

Katie Hornor Empowers Entrepreneurs to Stand Boldly in Their Purpose with New TEDx Talk

From struggling entrepreneur to international keynote speaker, Katie Hornor shares her transformational journey in her May 11, 2024 talk on the TEDxGreenhouseRoad Stage, sparking inspiration among entrepreneurs to embrace their own unique purpose.

[Colorado Springs, CO, June 18, 2024] — Entrepreneurs seeking confidence and purpose can now find inspiration in Katie Hornor’s newly released TEDx talk, "*What Flamingos Taught Me About Purpose.*" As a seasoned business coach, keynote speaker, and author, Hornor draws on personal experiences and a powerful metaphor to encourage entrepreneurs to step out of fear and into their God-given purpose.

In her heartfelt TEDx talk, Hornor draws a captivating metaphor between the bold, vibrant flamingo and your unique purpose in life. Her talk takes you on a journey from isolation and fear to empowerment.

Hornor’s TEDx talk is more than a motivational speech; it’s a call to action for those struggling with self-doubt. For years, Hornor wrestled with her own fears—fears of failure, rejection, and imperfection. However, in a pivotal encounter with wild flamingos, she found her breakthrough moment and embraced the idea that her life was meant to be lived boldly and unapologetically.

Hornor said: “The flamingos were unflustered, unbothered, unafraid of the tourists and crocodiles in their river. They were calmly confident in who they were and what they were there to do. That’s the kind of confidence we’re called to embody—the kind that allows us to stand tall in our purpose without worrying about the naysayers or the dangers around us.”

Hornor goes on to share three key lessons from the flamingos that can transform the lives of Christian entrepreneurs:

- 1. Spotlight Your Difference** – Use your unique gifts to stand out.
- 2. Persevere Through Challenges** – Push through obstacles to reach your potential.
- 3. Embrace Change for Growth** – Growth requires flexibility and resilience.

With a blend of practical business strategies and spiritual insight, Hornor’s TEDx talk is a call to action for entrepreneurs looking to live more boldly and purposefully.

You can watch Hornor’s TEDx Talk at TheFlamingoAdvantage.com/flamingo-tedx or on the TEDx official YouTube Channel.

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.)

About Katie Hornor

Katie Hornor is a keynote speaker, business coach, and prolific author known for her ability to teach current business strategies through the lens of faith and flamingo metaphors. With over 20 years of experience, she leads by example helping entrepreneurs world wide grow their business to be in service of their life and calling.

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