

# Lift Me<sup>®</sup>

From the author of  
'UP! Your Service'



**Take the  
Lead!**



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**RON KAUFMAN**



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Lead!**

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## Create a powerful vision



# 1

The empires of the future are empires of the mind.

Winston Churchill

**Beautiful future?  
Beautiful mind!**

You read a book from beginning to end. You run a business the opposite way. You start with the end, and then you do everything you must to reach it.

Harold Geneen

**Can you see the end?  
That's the beginning.**

The great successful men of the world have used their imagination... they think ahead and create their mental picture in all its details, filling in here, adding a little there, altering this a bit and that a bit, but steadily building – steadily building.

Robert Collier

**Use your imagination.  
Fill it in!**

The best way to predict the future is to create it.

Peter Drucker

**Here's a sure prediction:  
Your future is up to you.**

We are told never to cross a bridge until we come to it, but this world is owned by men who have 'crossed bridges' in their imagination far ahead of the crowd.

Dale Carnegie

**Build a bridge. Then  
another, and another,  
and another...**

If you can dream it, then you can achieve it. You will get all you want in life if you help enough other people get what they want.

Zig Ziglar

**What goes around,  
comes around.  
(You know that.)**

Without vision the people perish.

The Bible

You must first clearly see a thing in your mind before you can do it.

Alex Morrison

Big results require big ambitions.

James Champy

The starting point of all achievement is desire. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat.

Napoleon Hill

**With *your* vision, let the whole world flourish.**

**Visualization works.**

**How big are yours?**

**Got a strong desire?  
Let it light your fire!**

Ambition is so powerful a passion in the human breast, that however high we reach we are never satisfied.

Niccolò dei Machiavelli

**Don't let that stop you.  
Keep reaching!**

It is more important to know where you are going than to get there quickly.

Mabel Newcomer

**Enjoy the journey,  
step by step.**

The more clear you are on what you want, the more power you will have.

Mark Victor Hansen

**An unfocused telescope  
cannot see the stars.**

The most distinguishing feature of winners is their intensity of purpose.

Alymer Letterman

**Winners are intense.  
Are you?**

The men who succeed  
are the efficient few.  
They are the few who  
have the ambition and  
willpower to develop  
themselves.

Herbert Casson

**You can do it. Yes – you!**

There is no advance-  
ment to him who stands  
trembling because he  
cannot see the end  
from the beginning.

E.J. Klemme

**Take the first step.**

Success is the pro-  
gressive realization of a  
worthy goal or ideal.

Earl Nightingale

**Success takes time.  
And feels so good!**

Above all be of single  
aim; have a legitimate  
and useful purpose,  
and devote yourself  
unreservedly to it.

James Allen

**Live your life with  
purpose.**



The reason most people never reach their goals is that they don't define them, learn about them, or even seriously consider them as believable or achievable. Winners can tell you where they are going, what they plan to do along the way, and who will be sharing the adventure with them.

Denis Waitley

**Thanks for sharing this adventure with me!**

Wherever you see a successful business, someone once made a courageous decision.

Peter Drucker

**Be bold. Have courage. You can do it!**

Your goals, minus your doubts, equal your reality.

Ralph Marston

**Goals and doubts are both part of life. (But keep your goals going stronger!)**

Desire! That's the one secret of every man's career. Not education. Not being born with hidden talents. Desire.

Bobby Unser

**Make your desires strong – not secret.**

The first principle of success is desire: knowing what you want. Desire is the planting of your seed.

Robert Collier

**Small seeds (well planted) yield great forests of achievement.**

The best leaders continually light the way.

Marshall Thurber

**Let your light shine brightly.**

Ambition can creep as well as soar.

Edmund Burke

**Just keep moving.**

Vision without action is merely a dream.

Action without vision just passes the time.

Vision with action can change the world.

Joel Barker

**See a better world, then act to make it so.**

Anticipating a new reality is the beginning of the process of creating it.

Faith Popcorn

**What's around the corner? Peek!**

The future belongs to those who see possibilities before they become obvious.

John Scully

**Got a hunch?  
You've got the future.**

At first people refuse to believe that a strange new thing can be done, then they begin to hope that it can be done, then they see that it can be done, then it is done and all the world wonders why it was not done centuries ago.

Frances Burnett

**Don't wait for centuries.  
Be strange right now.**

The very essence of leadership is that you have to have a vision.

Theodore Hesburgh

**Sharing your vision  
leads people forward.**

We don't ask consumers what they want. They don't know. Instead we apply our brain power to what they need, and will want, and make sure we're there, ready.

Akio Morita

**What do your customers need today? What will they want tomorrow? Are you ready?**

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Singleness of purpose is one of the chief essentials for success in life, no matter what may be one's aim.

John D. Rockefeller, Jr.

**Aim true. Aim high.**

When you reach for the stars, you may not quite get one, but you won't come up with a handful of mud either.

Leo Burnett

**Aim higher than you can reach.**

Imagination is more important than knowledge.

Albert Einstein

**Imagine that!**

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I dream for a living.

Steven Spielberg

You are today where your thoughts have brought you; you will be tomorrow where your thoughts take you.

James Allen

**Everyone dreams at night. Creative genius dreams all day.**

**Taking charge of your thoughts takes charge of your tomorrow.**

The intuitive mind is a sacred gift, and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift.

Albert Einstein

**Let your rational abilities be guided by your sacred intuition.**

The greatest danger for most of us is not that our aim is too high and we miss it, but that our aim is too low and we reach it.

Michelangelo

**Shoot for the moon. Even if you miss, you'll be among the stars.**

You've got to think about big things while you're doing small things, so that all the small things go in the right direction.

Alvin Toffler

**Imagine the garden while you are planting the seeds.**

Great minds have purposes, others have wishes.

Washington Irving

**Be powerful.  
Be on purpose.**

**Take the first step forward**



**2**

Leadership is the art of getting someone else to do something you want done because he wants to do it.

Dwight Eisenhower

**Give other people what they want, and they will help you get what you want.**

Leadership is the capacity to translate vision into reality.

Warren Bennis

**Be a translator.  
Speak up!**

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Surround yourself with the best people you can find, delegate authority, and don't interfere.

Ronald Reagan

**An orchestral conductor reads the score, but does not play the music.**

When placed in command – take charge.

Norman Schwarzkopf

**Your team is counting on you.**

27

If I have seen farther  
than other men it is by  
standing on the  
shoulders of giants.

Isaac Newton

**Take the wisdom of  
others, and then take  
it further.**

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Management is  
efficiency in climbing  
the ladder of success;  
leadership determines  
whether the ladder is  
leaning against the right  
wall.

Stephen Covey

**Climbing fast doesn't  
help if you get to the  
wrong destination.**

A leader is a dealer  
in hope.

Napoleon Bonaparte

**Be a vendor of optimism,  
possibilities and power.**

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Commitment is what  
transforms a promise  
into reality.

Abraham Lincoln

**Keep your promises.**



If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours.

Henry David Thoreau

**Let your life be uncommonly good.**

30

Be willing to make decisions. That's the most important quality in a good leader. Don't fall victim to what I call the ready-aim-aim-aim-aim syndrome. You must be willing to fire.

T. Boone Pickens

**Don't sit on important questions too long. Make a decision.**

The ultimate leader is one who is willing to develop people to the point that they eventually surpass him or her in knowledge and ability.

Fred Manske, Jr.

**The greatest teachers have students who become even better teachers.**

If you tell people where to go, but not how to get there, you'll be amazed at the results.

George Patton

**You explain why. Let them figure out how.**

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A leader knows what's best to do; a manager knows how best to do it.

Ken Adelman

You don't manage people; you manage things. You lead people.

Grace Hooper

Outstanding leaders appeal to the hearts of their followers.

Nelson Mandela

Management works in the system. Leadership works on the system.

Stephen Covey

You need both to get the right job done right.

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**Pallets? Reach for trucks and forklifts.  
People? Reach for hearts and minds.**

Let people *feel* your commitment.

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**Know when to manage and when to lead.**

A leader's role is to raise people's aspirations for what they can become – and to release their energies so they will strive to get there.

David Gergen

**Raise their sights. Help release their passion.**

Leaders must be close enough to relate to others, but far enough ahead to motivate them.

John Maxwell

**Look forward to see where you are going. Reach back to bring your team along.**

A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be.

Rosalynn Carter

**Have the conviction to take them higher.**

Catch someone doing something right.

Kenneth Blanchard & Spencer Johnson

**Forget 'Employee of the Month'. Recognize your best 'Employees of the Moment!'**

People underestimate their capacity for change. There is never a right time to do a difficult thing. A leader's job is to help people have vision of their potential.

John Porter

**Be a mirror in which others fall in love with their potential.**

If you want people to listen, you have to have a platform to speak from, and that is excellence in all you do.

Bill Pollard

**You must earn the platform. Be a model of excellence in your life.**

A good manager is a man who isn't worried about his own career but rather the careers of those who work for him. My advice: don't worry about yourself. Take care of those who work for you and you'll float to greatness on their achievements.

H.S.M. Burns

**When your team does a good job, you've done a good job.**

Let us not look back in anger or forward in fear, but around in awareness.

James Thurber

**Your life arises in every present moment. Be right here, right now.**

A leader is one who knows the way, goes the way and shows the way.

John Maxwell

**You are the way ahead for those who follow.**

Pay heed to nourishing the troops. Do not unnecessarily fatigue them. Unite them in spirit.

Sun Tzu

**Life is more than work. Throw a party!**

Review your goals twice every day in order to be focused on achieving them.

Les Brown

**When you wake, what do you want to achieve today? When you go to sleep, what do you want to achieve tomorrow?**

Plan your progress carefully; hour by hour, day by day, month by month. Organized activity and maintained enthusiasm are the wellsprings of your power.

Paul Meyer

**First plan your work. Then work your plan.**

The quality of expectations determines the quality of our action.

Andre Godin

**Have huge expectations of yourself and others. Huge action and results will follow.**

40

Expect the best, plan for the worst, and prepare to be surprised.

Denis Waitley

**Luck favors the prepared mind.**

The first task of a leader is to keep hope alive.

Joe Batten

**Nourish your hopes and dreams. Let them be contagious.**

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The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant.

Max De Pree

**How may I help you?**

Alliances make an  
army strong.

Sun Tzu

Behind every able man,  
there are always other  
able men.

Chinese proverb

A total commitment is  
paramount to reaching  
ultimate performance.

Tom Flores

Strong beliefs win  
strong men, and then  
make them stronger.

Walter Bagehot

**Join hands. Team up.  
Work together.**

**No one succeeds in this  
life all alone.**

**These four words make  
the difference: 'I am  
totally committed.'**

**What do you believe  
most strongly?**

It does not take much strength to do things, but it requires great strength to decide what to do.

Chow Ching

A decision without the pressure of consequence is hardly a decision at all.

Eric Langmuir

It is better to be boldly decisive and risk being wrong than to agonize at length and be right, but too late.

Marilyn Kennedy

If you don't risk anything, you risk even more.

Erica Jong

**Build your strength.  
Decide what to do.  
Decide what not to do.**

**What consequences  
arose from your recent  
decisions?  
What consequences will  
come from the decisions  
you are about to make?**

**A bad decision on  
Monday is better than a  
good decision on Friday.  
You'll have all week to  
make corrections.**

**Take the risk of doing  
something new.**



Leadership is getting someone to do what they don't want to do, to achieve what they want to achieve.

Tom Landry

You have to perform at a consistently higher level than others. That's the mark of a true professional.

Joe Paterno

**People can tolerate any 'how' if you give them a big enough 'why'. Show them a very big 'why'.**

**Raise your standards.  
Raise your sights.  
Raise the bar.**

The speed of the leader determines the rate of the pack.

Wayne Lukas

**When you are the one in front, race like the wind!**

Hold yourself responsible for a higher standard than anybody else expects of you. Never excuse yourself. Never pity yourself. Be a hard master to yourself and be lenient to everybody else.

Henry Ward Beecher

**Set an example. Be an example. Don't make an example of anyone else.**

High achievement always takes place in the framework of high expectation.

Jack Kinder

**Stretch your own expectations.**

High expectations are the key to everything.

Sam Walton

**Whatever you expect of yourself now, make it bigger, higher, bolder. Be more outstanding.**

48

Nothing can add more power to your life than concentrating all your energies on a limited set of targets.

Nido Qubein

**Choose one or two, three or four. Not thirty.**

Fame usually comes to those who are thinking about something else.

Oliver Wendell Holmes

**Serving others is the primary aim. Fame and profit are the applause.**

49

The weakest creature, by concentrating his power on a single object, can accomplish good results; while the strongest, by dispersing his effort over many chores, may fail to accomplish anything. Drops of water, by continually falling, hone their passage through the hardest of rocks, but the hasty torrent rushes over it and leaves no trace behind.

Og Mandino

**Concentration = Power**

Define your dream, and then build your team.

Mark Victor Hansen & Jack Canfield

**Mark and Jack created *Chicken Soup for the Soul*. Millions of copies sold, and millions of dollars given to charity. What's *your* dream? Who's on *your* team?**

The successful man is the average man, focused.

Wayne Dyer

**Are you average today? Want to be more successful tomorrow? Step One: get more focused – right now.**

If you chase two rabbits, you will catch neither.

Iain Batey

**Ever try running right and left at the same time? Doesn't work. Choose one direction.**

The shortest way to do many things is to do only one thing at a time.

Sydney Smiles

...and do that one thing extremely well.

52

Motivation is everything. You can do the work of two people, but you can't be two people. Instead, you have to inspire the next guy down the line and get him to inspire his people.

Lee Iacocca

**Take the action that encourages new action. Start a chain reaction.**

It is the responsibility of leadership to provide opportunity, and the responsibility of individuals to contribute.

Bill Pollard

**Feed your team big opportunities.**

53

Rank does not confer privilege or give power. It imposes responsibility.

Peter Drucker

**Getting promoted means climbing the ladder of responsibility. The higher you go, the more weight you carry.**

The ability to accept responsibility is the measure of the man.

Roy Hunt

You can only govern men by serving them.

Victor Cousin

Never look down on anybody unless you're helping him up.

Jesse Jackson

Success is not counted by how high you have climbed but by how many people you brought with you.

Wil Rose

How much can you handle? How much are you willing to bear?

**Bosses serve their staff.  
Leaders serve their teams. Partners serve each other.**

**Extend your hand to those who need the help. As they rise, so will you.**

**How many people have you brought to greater heights?**

You train people how to treat you by how you treat yourself.

Martin Rutte

There are many elements to a campaign. Leadership is number one. Everything else is number two.

Bertolt Brecht

**Treat yourself as somebody special.**

**Get your leadership right and everything else will follow.**

Having once decided to achieve a certain task, achieve it at all costs of tedium and distaste. The gain in self-confidence of having accomplished a tiresome labor is immense.

Thomas Bennett

**Do the hard things first.**

Not the cry, but the flight of the wild duck, leads the flock to fly and follow.

Chinese proverb

**Don't just quack. Soar!**

Tell everyone what you want to do and someone will want to help you do it.

W. Clement Stone

He who does too much often does too little.

Italian proverb

No man will make a great leader who wants to do it all himself or get all the credit for doing it.

Andrew Carnegie

It is not work that kills men; it is worry. Worry is rust upon the blade.

Henry Ward Beecher

**Tell the world your dreams and the world will help you reach them.**

58

**Don't let being busy keep you from doing something worthy.**

**Pass out purpose, projects and praise!**

59

**What's got you worried? Go to work on it instead.**

The final test of a leader is that he leaves behind him in others the conviction and will to carry on.

Walter Lippmann

**How will your team perform after you are gone?**

60

If you help others, you will be helped. Perhaps tomorrow, perhaps in a hundred years, but you will be helped. Nature must pay off the debt.

Georges Gurdjieff

**What goes around, comes around. What you send out, comes back. It's the way of the world.**

Lead, follow or get out of the way.

Ted Turner

**If you lead, do it strongly. If you follow, do it passionately. If you get out of the way, stay out of the way. Now, choose your position.**

61

If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.

Henry David Thoreau

**A lofty vision calls for earthly action.**



The art of leadership is saying no, not yes. It is very easy to say yes.

Tony Blair

The hero is one who kindles a great light in the world, who sets up blazing torches in the dark streets of life for other people to see by.

Felix Adler

**Difficult choices are the test of your leadership. Welcome them when they come.**

62

**Where there is sadness, bring joy. Where there is darkness, bring light.**

To truly get anywhere, you must first find courage to lose sight of the familiar shore.

Johann Wolfgang von Goethe

**Great destinations are over the horizon.**

Standing in the middle of the road is very dangerous; you get knocked down by traffic from both sides.

Margaret Thatcher

**Choose a clear direction. Going both ways gets you nowhere.**

63

If we took the mission statements of 100 large industrial companies, mixed them up while everyone was asleep, and reassigned them at random, would anyone wake up tomorrow and cry, 'My gosh, where has our mission statement gone?'

Gary Hamel

**Do you have a unique and powerful mission? What is it?**

Leaders keep their eyes on the horizon, not just the bottom line.

Warren Bennis

**The big bottom line is well over the horizon. Look out, not down.**

If we listened to our intellect, we'd never have a love affair. We'd never have a friendship. We'd never go into business, because we'd be cynical. Well, that's nonsense. You've got to jump off cliffs all the time and build your wings on the way down.

Ray Bradbury

**Parachutes open after you jump. Wings only work when you're flying.**

It's always worthwhile to make others aware of their worth.

Malcolm Forbes

**Other people see their worth reflected in your eyes. Show them a beautiful picture.**

The finest gift you can give is encouragement. Yet almost no one gets the encouragement they need to grow to their full potential. If everyone received the encouragement they need to grow, genius would blossom and produce abundance beyond our dreams.

Sidney Madwed

**Encourage at least one new person every day. Appreciate those who truly encourage you.**

Our heads are round to permit our thoughts to change direction.

Lars Wallentin

**Don't get stuck thinking only one way!**

**Your strategy is essential**



3

There's nothing you can't accomplish if you clearly decide what you're absolutely committed to achieving, you're willing to take massive action, you notice what's working or not, and you change your approach until you achieve what you want, using whatever life gives along the way.

Anthony Robbins

**When you give a lot to life, life gives a lot to you.**

As long as you're going to be thinking anyway, **THINK BIG.**

Donald Trump

**Your imagination is elastic. Stretch!**

Risk more than others think is safe. Care more than others think is wise. Dream more than others think is practical. Expect more than others think is possible.

Army Cadet maxim

**Take the high road.**

Concentrate your strengths against your competitor's relative weaknesses.

Bruce Henderson

**Grow where there is space for you to flourish.**

An unpolished plan vigorously executed is more successful than an ideal plan implemented with less determination. Better to strike energetically, gain experience, learn what works and what does not, reassess the new situation, devise fresh plans and take another step. Spend too long preparing elaborate plans, and you will lose both time and initiative.

Lee Hsien Loong

**Don't wait. Strike while the iron is hot.**

When you cannot make up your mind which of two evenly balanced courses of action you should take – choose the bolder.

William Joseph Slim

**Have courage. Be bold!  
Fortune favors the brave.**

A conclusion is the place where you got tired of thinking.

Junah Sowojay Boda

**Think it all the way through.**

Who dares, wins.

Ian Fleming

**Take the plunge.**

Nothing focuses the mind better than the constant sight of a competitor who wants to wipe you off the map.

Wayne Calloway

**Competition is like cod liver oil. First it makes you sick. Then it makes you better.**

Small opportunities are often the beginning of great enterprises.

Demosthenes

**Start with a seed to grow a great tree.**

72

A journey of a thousand miles must begin with a single step.

Lao-tzu

**Take a step in the direction of your dreams.**

To begin is the most important part of any quest, and by far the most courageous.

Plato

**Begin right now!**

73

If you have an important point to make, don't try to be subtle or clever. Use the pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time; a tremendous whack.

Winston Churchill

**People can be thick.  
Drive your point home!**

Leadership involves finding a parade and getting in front of it.

John Naisbitt

**Then guiding that parade  
in the best direction.**

Leadership and learning are indispensable to each other.

John F. Kennedy

**Leaders are learning all  
their lives. Are you?**

To be an expert in your field, read deeply inside your niche. To become innovative, read widely outside your niche.

Jeff Bezos

**Visit a library, a  
bookstore, a new  
website. Keep reading!**

Nothing will ever be attempted if all possible objections must first be overcome.

Samuel Johnson

It's not the plan that is important, it's the planning.

Graeme Edwards

You can't run a business without taking risks.

Millard Drexler

No one reaches a high position without daring.

Publilius Syrus

**You cannot know everything before you start. Get started knowing what you know.**

76

**Plans are rarely what happens. Planning ensures something happens.**

**Learn the difference between risks that can teach you and risks that can destroy you.**

77

**Attempt something you think may – or may not –succeed.**



Entrepreneurs are risk takers, willing to roll the dice with their money or reputation on the line in support of an idea or enterprise. They willingly assume responsibility for the success or failure of a venture and are answerable for all its facets. The buck not only stops at their desks, it starts there too.

Victor Kiam

**Select an enterprise or an idea you believe in, and get rolling.**

Why wait? Life is not a dress rehearsal. Quit practising what you're going to do, and just do it. In one bold stroke you can transform today.

Marilyn Grey

**Just do it – today!**

Compromise is the art of dividing a cake in such a way that everyone believes he has the biggest piece.

Ludwig Erhard

**Work it out so that everyone is a winner.**

Time is the scarcest resource. Unless time is managed, nothing else can be managed.

Peter Drucker

**The bad news is time flies. The good news is you are the pilot.**

Entrepreneurs are those who understand there is little difference between obstacle and opportunity and are able to turn both to their advantage.

Victor Kiam

**Obstacles are merely opportunities in work clothes.**

You cannot build a great reputation on what you say you are going to do.

John Rockefeller, Sr.

**You build a reputation by what you actually do.**

80

Do not despise the bottom rungs in the ascent to greatness.

Publilius Syrus

**Tall buildings need deep foundations. Dig in.**

Two important things I did learn: you are as powerful and strong as you allow yourself to be, and the most difficult part of any endeavor is taking the first step, making the first decision.

Robyn Davidson

**Aim high and get started.**

81

The first man gets the oyster, the second man gets the shell.

Andrew Carnegie

**Earn and enjoy the first-mover advantage.**

Learn from the past, set vivid, detailed goals for the future, and live in the only moment of time over which you have any control: now.

Denis Waitley

**This moment is full of magic and power and grace. That's why we call it 'the present'.**

Give whatever you are doing and whoever you are with the gift of your full attention.

Jim Rohn

**Embrace the miracle of each moment.**

When you write down your ideas you automatically focus your full attention on them. Few if any of us can write one thought and think another at the same time. A pencil and paper make excellent tools for concentration.

Michael Leboeuf

**Put pen and paper in your pocket, by your bed and in your hands.**

If you stop learning today, you stop leading tomorrow.

Howard Hendricks

**The world is constantly changing. To stay in front, you must keep changing, too.**

Today a reader – tomorrow a leader.

W. Fusselman

**Knowledge is power.**

Excellence is a better teacher than mediocrity. Lessons of the ordinary are everywhere. Truly profound and original insights are to be found only in studying the exemplary.

Warren Bennis

**Who is exemplary in your business? In your industry? In your life?**

An entrepreneur tends to bite off a little more than he can chew hoping he'll quickly learn how to chew it.

Roy Ash

**Open wide and bite!**

The roads we take are more important than the goals we announce.

Frederick Speakman

Well-arranged time is the surest mark of a well-arranged mind.

Judith Pitman

Life is like a dogsled team. If you ain't the lead dog, the scenery never changes.

Lewis Grizzard

Often a certain abdication of prudence and foresight is an element of success.

Ralph Waldo Emerson

**Enjoy your journey – all the way.**

86

**Plan time on, and time off.**

**Put yourself in the lead of your own life.**

87

**Sometimes you must take a step of faith.**

Life is like a hand of cards. You have to play the hand you're dealt, you can't win by folding, and sometimes you must take chances in order to win.

Mike Conner

**Do the best you can with what you've got.**

The wise man bridges the gap by laying out a path by means of which he can get from where he is to where he wants to go.

John Pierpont Morgan

**Choose a place worth going to, then make a plan to get there.**

88

Success covers many blunders.

George Bernard Shaw

**Celebrate triumphs.  
Remember tribulations.**

Racing is a matter of spirit not strength.

Janet Guthrie

**You must have the will to win.**

89

The wise man always  
throws himself on the  
side of his assailants.  
It is more in his own  
interest than in theirs to  
find his weak point.

Ralph Waldo Emerson

**When you find it, fix it.**

90

The toughest part of  
getting to the top of the  
ladder is getting through  
the crowd at the bottom.

Jack Nicklaus

**Move up. Reach high.  
Stand out!**

Never give in – never,  
never, never, never, in  
nothing great or small,  
large or petty, never  
give in except to  
convictions of honor  
and good sense. Never  
yield to force; never  
yield to the apparently  
overwhelming might of  
the enemy.

Winston Churchill

**'Giving up' is not an  
option.**

It has always seemed to  
me that your brand is  
formed primarily not by  
what your company  
says about itself, but  
what the company does.

Jeff Bezos

**What do you say?  
What do you do?  
Is there a difference?**

91

The victorious strategist only seeks battle after the victory has been won, whereas he who is destined to defeat first fights and afterwards looks for victory.

Sun Tzu

**Strategy first.  
Battle later.**

If each of us hires people who are smaller than we are, we shall become a company of dwarfs. But if each of us hires people who are bigger than we are, we shall become a company of giants.

David Ogilvy

**Surround yourself with  
giants.**

92

The ability to learn faster than your competitors may be the only sustainable competitive advantage.

Arie De Geus

**How much faster can  
you learn?**

Good tactics can save even the worst strategy. Bad tactics will destroy even the best strategy.

George Patton

**Strategy is the big  
picture, and is essential.  
Tactics are the brush  
strokes, and each can be  
decisive.**

93



# 4

## The character of a leader

Character is like a tree and reputation like a shadow. The shadow is what we think of it; the tree is the real thing.

Abraham Lincoln

The people I look for to fill top management spots are the eager beavers, the mavericks. These are the people who try to do more than they're expected to do – they always reach.

Lee Iacocca

**Focus on character.  
Reputation follows.**

**Are you an eager beaver  
or a meandering  
moose?**

The price of greatness is responsibility.

Winston Churchill

The measure of a man's character is what he would do if he knew he would never be found out.

Baron Thomas

**How much responsibility are you willing to carry?**

96

**Don't cheat. Don't lie. You have to live with yourself.**

Four short words sum up what has lifted most successful individuals above the crowd: a little bit more. They did all that was expected of them and a little bit more.

Lou Vickery

**How can you do a little more?**

97

The five essential entrepreneurial skills for success: concentration, discrimination, organization, innovation and communication.

Michael Gerber

**And getting the five to work together is six.**

The heights by great men reached and kept, were not attained by sudden flight. But they, while their companions slept, were toiling upward in the night.

Henry Wadsworth Longfellow

**Buy some midnight oil and burn it.**

A man who is at the top has a habit of getting to the bottom.

Joseph Rogers

**To climb a tall ladder, make sure it is steady at the bottom.**

Make yourself indispensable and you will move up. Act as though you are indispensable and you will get moved out.

Jules Ormont

**Be useful. Keep quiet. Move ahead.**

The test of a first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function.

F. Scott Fitzgerald

**Match your best ideas with their contradictions. What makes sense?**

The purpose of life is not to win. The purpose of life is to grow and to share. When you come to look back on all that you have done in life, you will get more satisfaction from the pleasure you have brought into other people's lives than you will from the times that you outdid and defeated them.

Harold Kushner

**Help someone else succeed today.**

You have to have your heart in the business and the business in your heart.

Thomas Watson

**Pour your heart into what you do and what you do will fill your heart.**

A successful career will no longer be about promotion. It will be about mastery.

Michael Hammer

**Promote mastery in your organization.**

The will to win, the desire to succeed, the urge to reach your full potential. These are the keys that will unlock the door to personal excellence.

Eddie Robinson

**You've got the keys in your hands. Use them!**

One person with a belief is equal to a force of ninety-nine who have only interests.

John Stuart Mill

Someone who sees leadership as a means for his own personal gain does not have the credentials to be a leader.

Kim Woo-Chong

**Hire those who believe, not those who are just interested.**

102

**Look beyond yourself. The greatest gains lie in serving others.**

If you have knowledge, let others light their candles with it.

Winston Churchill

**Sharing lights up the world.**

103

No great man ever complains of want of opportunity.

Ralph Waldo Emerson

**Great people create opportunities, not complaints.**

No horse gets anywhere until he is harnessed. No stream or gas drives anything until it is confined. No life ever grows great until it is focused, dedicated, disciplined.

Harry Emerson Fosdick

**Focus increases your power.**

Nearly all men can stand adversity, but if you want to test a man's character, give him power.

Abraham Lincoln

**As your power grows, will you use it wisely?**

In reading the lives of great men, I found that the first victory they won was over themselves. With all of them, self-discipline came first.

Harry Truman

**Harness your potential. A horse running wild wins no races.**

Regardless of how you feel inside, always try to look like a winner. Even if you are behind, a sustained look of control and confidence can give you a mental edge that results in victory.

Arthur Ashe

**See yourself victorious.**

Success gravitates toward those who are perceived to be successful. Regardless of how you feel within, you must emanate success if you want to attract people to your cause.

Jeff Herman

**Ask your mirror on the wall: 'Do I look like a success at all?'**

Nurture your mind with great thoughts, for you will never go any higher than you think.

Benjamin Disraeli

**Read autobiographies of people you admire. One day, others may read yours.**

106

All the extraordinary men I have known were extraordinary in their own estimation.

Woodrow Wilson

**Believe in yourself. You are extraordinary.**

Quality questions create a quality life. Successful people ask better questions, and as a result, they get better answers.

Anthony Robbins

**What is the best question you asked today? What is the best question someone else asked you?**

107

The boss drives people; the leader coaches them. The boss depends on authority; the leader on goodwill. The boss inspires fear. The leader inspires enthusiasm. The boss says 'I'. The leader says 'We'. The boss fixes the blame for the breakdown. The leader helps fix the breakdown. The boss says 'Go'. The leader says 'Let's go!'

Gordon Selfridge

**Be a leader, not a boss.**

When you appeal to the highest level of thinking, you get the highest level of performance.

Jack Stack

**Bold thinking leads to bold results.**

When the work of a great leader is done, and his aim is fulfilled, the people will say 'We did it ourselves.'

Lao-tzu

**A true leader will agree, praise and smile.**

You cannot dream yourself into a character; you must hammer and forge yourself one.

James Froude

**It takes hard work – and a few hard knocks.**



A boss creates fear,  
a leader confidence.  
A boss fixes blame,  
a leader corrects  
mistakes. A boss  
knows all, a leader asks  
questions. A boss  
makes work drudgery,  
a leader makes it  
interesting. A boss is  
interested in himself  
or herself, a leader is  
interested in the group.

Russell Ewing

**Fire the boss. Promote  
the leader – in you.**

Ordinary men hate  
solitude. But the Master  
makes use of it,  
embracing his alone-  
ness, realizing he is one  
with the whole  
universe.

Lao-tzu

**Enjoy some peace  
and quiet.**

A great man is always  
willing to be little.

Ralph Waldo Emerson

**Be humble in your hour  
of greatest triumph.**

When you have a plan,  
you are more comf-  
ortable. When you are  
prepared, you are more  
confident.

Fred Couples

**Be comfortable – plan.  
Be confident – prepare.**

Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.

Helen Keller

**She was blind, deaf and learned to speak, but she had optimism, hope and faith. You can see, hear and speak. What else have you got?**

Winning breeds confidence and confidence breeds winning.

Hubert Green

**Pick one 'win' you achieved today, large or small. Good for you! (Now create another.)**

With confidence, you can reach truly amazing heights; without confidence, even simple accomplishments are beyond your grasp.

Jim Loehr

**Your first accomplishment must be believing in yourself.**

Self-confidence is the first requisite to great undertakings.

Samuel Johnson

**If you can dream it, you can do it.**

Experience tells you  
what to do; confidence  
allows you to do it.

Stan Smith

It's nice to be  
important, but it's more  
important to be nice.

John Cassis

I honestly believed I  
would make it. I had  
the desire. A lot of  
people have the ability,  
but they don't put forth  
the effort.

Joe Carter

The elevator to success  
is out of order. You'll  
have to use the stairs...  
one step at a time.

Joe Girard

**Try more.  
Do more.  
Grow more.**

**Give a smile and a  
compliment to each  
person you see today.**

**Effort sets you apart  
from others.**

**And the view from the  
top is so sweet.**

We all have ability. The difference is how we use it.

Stevie Wonder

**Put yours to work!**

I can't imagine a person becoming a success who doesn't give this game of life everything he's got.

Walter Cronkite

**Play life to the fullest.**

There is a real magic in enthusiasm. It spells the difference between mediocrity and accomplishment.

Norman Vincent Peale

**Enthusiasm is best spelled Y-E-S.**

Wear your learning, like your watch, in a private pocket. Do not pull it out and strike it merely to show that you have one.

Earl of Chesterfield

**Keep your education quiet. Let your results speak most clearly.**

If you let your head get too big, it'll break your neck.

Elvis Presley

**Humility helps. It keeps your head on straight.**

A man cannot govern a nation if he cannot govern a city; he cannot govern a city if he cannot govern a family; he cannot govern a family unless he can govern himself; and he cannot govern himself unless his passions are subject to reason.

Hugo Grotius

**Control yourself.**

Negotiations are a rough game, but never let them become a dirty game. Once you agree, don't back out unless the other party fails to deliver. Your handshake is your bond. As an entrepreneur, a reputation for integrity is your most valuable commodity. If you try to put something over on someone, it will come back to haunt you.

Victor Kiam

**When you say it, mean it.**

Don't compromise yourself. It's all you've got.

Janis Joplin

**Stand up for what you believe, what you want and who you are.**

The key to everything is patience. You get the chicken by hatching the egg, not by smashing it.

Arnold Glasgow

Life shrinks or expands in proportion to one's courage.

Anaïs Nin

During a very busy life I have often been asked, 'How did you manage to do it all?' The answer is very simple. I did everything promptly.

Richard Tangye

Success comes to the person who does today what you were thinking about doing tomorrow.

Atul Mathur

**You enjoy hot coffee and fine wine in sips, not gulps. Take your time.**

120

**Be brave.  
Live a bigger life.**

**Procrastination saps your strength. Action builds your power.**

121

**Do it now.**

I've found that luck is quite predictable. If you want more luck, take more chances. Be more active. Show up more often.

Brian Tracy

**A hole in one only comes to the golfer who plays.**

122

Self-image sets the boundaries of individual accomplishment.

Maxwell Maltz

**Expand your boundaries.**

Self-esteem is the reputation we acquire within ourselves.

Nathaniel Branden

**Become the most worthwhile person you know.**

123

Value your listening and reading time at roughly ten times your talking time. This will assure you that you are on a course of continuous learning and self-improvement.

Gerald McGinnis

**You have two ears to hear and two eyes to see, but only one mouth to speak.**

There is no challenge more challenging than the challenge to improve yourself.

Michael Staley

**Take the greatest challenge.**

No one ever excused his way to success.

Dave Del Dotto

**Don't make or take excuses.**

Don't wait for someone to take you under their wing. Find a good wing and climb underneath it.

Frank Bucaro

**Find a high-flying mentor.**

A wise man turns chance into good fortune.

Thomas Fuller

**Good luck!**



Success is not to be pursued; it is to be attracted by the person you become.

Jim Rohn

**Become a person who earns success.**

Analyzing what you haven't got, as well as what you have, is necessary for a successful career.

Grace Moore

**Learn as much from your mistakes as your successes.**

126

I want to work with the top people, because only they have the courage and the confidence and the risk-seeking profile that you need.

Laurel Cutler

**Have courage. Build confidence. Take risks.**

There is plenty of room at the top – but no place to sit down.

Michael Jordan

**If you want to stay on top, keep climbing.**

127

Those who know how to win are more common than those who make proper use of their victories.

Polybius

**Use your victories as stepping stones for greater contribution.**

128

Success is not a doorway, it's a staircase.

Dottie Walters

**The staircase goes both ways. Climb up!**

The road to success is lined with many tempting parking spaces.

Mario Andretti

**Leave the parking spaces for others. Keep driving!**

129

If you're not big enough to lose, you're not big enough to win.

Walter Reuther

**Losing is part of the game. Keep playing.**

You can't cross a chasm with two small steps.

Robert Schuller

He who has great power should use it lightly.

Seneca

You should be sensitive to what your followers think. But if you just do exactly what they want, then you're not a leader.

Mahathir Mohamad

Follow effective action with quiet reflection. From the quiet reflection will come even more effective action.

Peter Drucker

**You cannot tiptoe at the edge of hope. Take a leap of faith.**

130

**How you make use of power reveals who you are.**

**Lead people where they need to go, not just where they want to go.**

131

**High tide, low tide. Inhale, exhale. Action, reflection.**

Beware of endeavoring to become a great man in a hurry. One such attempt in ten thousand may succeed. These are fearful odds.

Benjamin Disraeli

**Take your time.  
Step by step.**

The only person you are destined to become is the person you decide to be.

Ralph Waldo Emerson

**It really *is* up to you.**

We are what we repeatedly do. Excellence, then, is not an act, but a habit.

Aristotle

**Cultivate excellent habits.**

Be what you is, cuz if you be what you ain't, then you ain't what you is.

Gravemarker  
Boothill Cemetery  
Tombstone, Arizona

**It's your life to live.  
Be who you really are.**

Reason and judgement  
are qualities of a leader.

Tacitus

Think small and act  
small, and we'll get  
bigger. Think big and  
act big, and we'll get  
smaller.

Herb Kelleher

**What is the best reason  
for you to lead?**

**Herb Kelleher launched  
Southwest Airlines.  
Started small, grew big.  
What are you launching?**

134

You cannot depend on  
your eyes when your  
imagination is out of  
focus.

Mark Twain

**Achievements in your  
world begin as pictures  
in your mind.**

A mind all logic is like  
a knife all blade. It  
makes the hand bleed  
that uses it.

Rabindranath Tagore

**Logic and imagination  
work well together.**

135

Thank you for choosing, reading and sharing this book.  
With 512 positive tips and quips, this one is my favorite:

The hero is one who kindles a great light in  
the world, who sets up blazing torches in the  
dark streets of life for other people to see by.

– Felix Adler

Which is your favorite quote? Whose life will you light  
up with a smile or a good word today?

Wishing you a life that blazes with joy!

A handwritten signature in blue ink that reads "Ron Korman". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

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