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#	Title	Citation	Quote
001	The Soft Stuff	Roger Enrico	"The soft stuff is always harder than the hard stuff"
002	Born or Made	Warren Bennis	"The most dangerous leadership myth is that leaders are born – that there is a genetic factor to leadership. This myth asserts that people simply either have certain charismatic qualities or not. That's nonsense; in fact, the opposite is true. Leaders are made rather than born."
003	Spinning Tops	Ed Rehkopf	"Hospitality operations are like rotating tops. Without the daily spin of leadership, they soon begin to wobble and fall down."
004	Failing Organizations	Warren Bennis	"Failing organizations are usually over-managed and under-led."
005	The Key to Successful Leadership	Ken Blanchard	"The key to successful leadership today is influence, not authority."
006	The Greatest Lessons	Ed Rehkopf	"Often the greatest lessons are learned from mistakes. Winning breeds a sense of complacency; whereas losing encourages critical review."
007	Doing the Right Things	Peter Drucker	"Management is doing things right; leadership is doing the right things."
008	Professional Distance	Vince Lombardi	"The leader can never close the gap between himself and the group. If he does, he is no longer what he must be. He must walk a tightrope between the consent he must win and the control he must exert."
009	The Supreme Quality	Dwight Eisenhower	"The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office."
010	Your Team	Ed Rehkopf	"As a group of people committed to common goals, you can only achieve your team's greatest potential by taking advantage of the talent, initiative, and ingenuity of each and every one on your employees. To the extent that any individual is not valued, trained, and motivated, your enterprise suffers."
011	Need for Followers	Colin Powell	"If you want to be a leader, you have to have followers."
012	Service Rather than Ambition	Ed Rehkopf	"To the extent that your leadership efforts are based on service to others rather than personal ambitions, your success will be magnified."
013	No Man Will Be a Great Leader	Andrew Carnegie	"No man will make a great leader who wants to do it all himself, or to get all the credit for doing it."
014	Level 5 Leaders	Jim Collins	"Level 5 leaders display a compelling modesty, are self-effacing and understated. In contrast, two thirds of the comparison companies had leaders with gargantuan personal egos that contributed to the demise or continued mediocrity of the company."
015	Confidence	Theodore Hesburgh	"The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet."
016	Taking Responsibility	Michael Korda	"Success on any major scale requires you to accept responsibility . . . In the final analysis, the one quality that all successful people have is the ability to take on responsibility."
017	Making Excuses	George W. Carver	"Ninety-nine percent of all failures come from people who have a habit of making excuses."
018	Do the Right Thing	Brian Tracy	"Disciplining yourself to do what you know is right and important, although difficult, is the high road to pride, self-esteem, and personal satisfaction."
019	People Will	Maya Angelou	"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."
020	Action, Not Position	Donald McGannon	"Leadership is action, not position."
021	Loyalty	John Boyd	"If your boss demands loyalty, give him integrity. If your boss demands integrity, give him loyalty."



#	Title	Citation	Quote
022	The Right People	Jim Collins	“The old adage ‘People are your most important asset’ is wrong. People are not your most important asset. The right people are.”
023	Mistakes	John Powell	“The only real mistake is the one from which we learn nothing.”
024	Solutions	Ed Rehkopf	“Never complain – always occupy yourself with solutions.”
025	Planning	Ed Rehkopf	“The importance of disciplined planning cannot be overstated. Haphazard planning results in haphazard operations and equally haphazard performance.”
026	Being a Service Leader	John Tschohl	“Without empowerment, an organization will never be a service leader. Empowerment is the most critical skill an employee can master and a company can drive in order to lure and keep customers.”
027	Empowerment	John Maxwell	“A leader is great, not because he has power, but because of his or her ability to empower others.”
028	Taking Off the Chains	Kouzes & Posner	“What is often called empowerment is really just taking off the chains and letting people loose. Credible leaders in this sense are liberators.”
029	The Glue of Relationships	Brian Tracy	“The glue that holds all relationships together – including the relationship between the leader and the led – is trust, and trust is based upon integrity.”
030	Common Decencies	Brian Tracy	“Little kindnesses and courtesies are important. In relationships, the little things are the big things.”
031	The Needs of the Affected	Marian Anderson	“Leadership should be born out of the understanding of the needs of those who would be affected by it.”
032	A New Leader	Warren Bennis	“A new leader has to be able to change an organization that is dreamless, soulless and visionless . . . someone’s got to make a wake up call.”
033	Keep the Eyes on the Horizon	Warren Bennis	“Leaders keep their eyes on the horizon, not just on the bottom line.”
034	How You’re Doing as a Leader	Larry Bossidy	“When confused as to how you are doing as a leader, find out how the people you lead are doing. You’ll know the answer.”
035	When You Make a Mistake	Paul “Bear” Bryant	“When you make a mistake, there are only three things you should ever do about it: admit it, learn from it, and do not repeat it.”
036	Understanding People	Arleigh Burke	“Leadership is understanding people and involving them to help you do a job. That takes all the good characteristics, like integrity, dedication of purpose, selflessness, knowledge, skill, implacability, as well as determination not to accept failure.”
037	Blaming Others	John Burroughs	“A man may fail many times but he isn’t a failure until he begins to blame somebody else.”
038	What You Aim At	David Campbell	“Aim at nothing and you’ll hit it every time.”
039	Where Followers Need to Go	Rosalyn Carter	“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.”
040	What the Optimist Sees	Winston Churchill	“The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.”
041	A Path Without Obstacles	Frank Clark	“If you can find a path with no obstacles, it probably doesn’t lead anywhere.”
042	Delivering More Than Promised	Mark Clement	“Leaders who win the respect of others are the ones who deliver more than they promise, not the ones who promise more than they can deliver.”
043	Schedule Your Priorities	Stephen Covey	“The key is not to prioritize what’s on the schedule, but to schedule your priorities.”
044	You Don’t Have to Hold a Position	Anthony D’Angelo	“You don’t have to hold a position in order to be a leader.”
045	If You Have the Time to Complain	Anthony D’Angelo	“If you have time to whine and complain about something then you have the time to do something about it.”
046	The One Most Responsive to Change	Charles Darwin	“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”



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#	Title	Quote
001	Organizational Culture	“The importance of a well-defined and promoted organizational culture cannot be overemphasized or underestimated in its impact on quality, performance, and customer service.”
002	Values and Culture	“Well-defined values and a continually reinforced culture of service are key building blocks of the Remarkable Service Infrastructure and an essential element of efforts to provide Remarkable Service.”
003	Mission	Our Mission is to understand and exceed the expectations of the customers/guests/ members we serve.
004	Vision	Through innovative programming, customer-focused service, and principled service-based leadership, our operation is dedicated to enhancing the value of our products and services through the creation of high quality facilities, service, and programming.
005	Guiding Principle: Proactive Leadership	Proactive leadership with a service-based philosophy. Our leadership is active and engaged while strictly adhering to service-based principles.
006	Guiding Principle: Forward Thinking, Professional Expertise	A leader’s professional knowledge should not only be up-to-date, but he or she should be constantly looking ahead for cutting edge concepts and best practices.
007	Guiding Principle: Proven Management and Operating Systems	Leaders must utilize proven management practices and operating systems to efficiently organize and operate the enterprise and all its departments.
008	Guiding Principle: Sound Planning and Effective Implementation	All projects and tasks must be planned thoroughly and implemented completely. Haphazard planning results in haphazard performance.
009	Guiding Principle: Innovative Programs, Continually Reviewed	The enterprise offers innovative programs and continually reviews them to make improvements.
010	Guiding Principle: Detailed Benchmarks, Constantly Analyzed	The enterprise benchmarks all areas of the operation and analyzes them for better performance and best practices. You can’t improve what you don’t measure.
011	Guiding Principle: Formal, Ongoing Training	Hospitality enterprises operate in a people and detail-intensive business and can only achieve excellence by thorough training and retraining.
012	Operating Standards: Vision and Goals Articulated	Enterprise Annual Goals are prepared as guides and targets for accomplishment. They are put in writing to formally commit ourselves to their achievement.
013	Operating Standards: Uncompromising Commitment	To best serve our selected markets, leaders are uncompromising in their commitment to excellence, quality, and service.
014	Operating Standards: Authority Assigned, Accountability Assured	Leaders are assigned both the authority and responsibility to manage their areas of the operation according to the highest standards. These individuals are held accountable for their results.
015	Operating Standards: Rejecting the Status Quo	Leaders embrace innovation, initiative, and change while rejecting the status quo.
016	Operating Standards: Standards Defined, Continual Improvement	Standards are defined, operations are detailed in written policy and procedure, and leaders seek continual improvement of products, services, programs, and operating systems.
017	Operating Standards: Service Issues Resolved	Service issues are resolved politely and promptly by the enterprise’s empowered employees.
018	Operating Standards: Constant Communication and Feedback	Constant communication and feedback enhances operations and service, while problems and complaints are viewed as opportunities to improve.
019	Operating Standards: Benchmarking	Leaders benchmark revenues and sales mixes to evaluate customers’ response to products, services, and programs, and benchmark expenses, inventories, and processes to ensure efficiency and cost effectiveness.
020	Operating Standards: Clean, Safe, Well-Maintained Facilities	A good bottom line is only one measure of effectiveness. We also ensure clean, safe, well-maintained facilities and equipment while safeguarding enterprise assets.



#	Title	Citation	Quote
053	Character vs. Reputation	John Wooden	"Ability may get you to the top, but it takes character to keep you there."
054	Character and Reputation	John Wooden	"Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are."
055	The Rights of Others	John Wooden	"Consider the rights of others before your own feelings, and the feelings of others before your own rights."
056	What We Think We Know	John Wooden	"It is what we learn after we think we know it all that counts."
057	Talent, Fame, and Conceit	John Wooden	"Talent is God given. Be humble. Fame is man-given. Be grateful. Conceit is self-given. Be careful."
058	Values Provide	Charles Garfield	"Values provide perspective in the best of times and the worst."
059	A Leader's Values	Ed Rehkopf	"A leader's values are those bedrock principles that govern the actions by which she gains the trust and loyalty of her followers."
060	Integrity	Ed Rehkopf	"Integrity is not simply honesty, though truth and truthfulness are significant parts of it. Ultimately, integrity is being true to yourself and your beliefs."
061	Capturing Hearts	Jim Harris	"When something captures your heart, you are driven to succeed. Heartpower is the very core of any successful enterprise. Capture the heart, and you have captured the employee. For without a vibrant, beating heart, any enterprise is sure to die."
062	To Capture Hearts	Jim Harris	"To capture the hearts of our employees, it is essential that we tell them what we stand for and where we are going. Our vision must be compelling, understandable, and focused."
063	Building a Sustainable Culture	Dan Sanders	"A sustainable culture is built from the inside out, it starts with leadership that places the highest level of importance on human beings and a corresponding premium on recruiting, hiring, training . . . to equip and empower them."
064	Culture – The Quickest Way to Brand	Tony Hsieh	"What's the best way to build a brand for the long term? In a word: Culture. At Zappos, our belief is that if you get the culture right, most of the other stuff – like great customer service, or building a long-term brand, or passionate employees and customers – will happen naturally on its own."
065	When Your Values Are Clear	Roy E. Disney	"When your values are clear to you, making decisions becomes easier."



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001	Performance	William Dean Howells	"An acre of performance is worth a whole world of promise."
002	Sins of the Past	Joseph M. Juran	"Goal setting has traditionally been based on past performance. This practice has tended to perpetuate the sins of the past."
003	Process	W. Edwards Deming	"If you can't describe what you are doing as a process, you don't know what you are doing."
004	In God We Trust	W. Edwards Deming	"In God we trust, all others bring data."
005	Reality	Harold Geneen	"It is an immutable law in business that words are words, explanations are explanations, promises are promises, but only performance is reality."
006	Measurement	H. James Harrington	"Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it."
007	What Gets Measured	John E. Jones	"What gets measured gets done, what gets measured and fed back gets done well, what gets rewarded gets repeated."
008	Standards	Joseph M. Juran	"Without a standard there is no logical basis for making a decision or taking action."
009	You Get What You Measure	John H. Lingle	"You get what you measure. Measure the wrong thing and you get the wrong behaviors."
010	Unhappy Customers	Bill Gates	"Your most unhappy customers are your greatest source of learning."
011	Practice	William Hazlitt	"Great thoughts reduced to practice become great acts."
012	Who Wins	Lisa Fernandez	"The team with the best athletes doesn't usually win. It's the team with the athletes who play best together."
013	In Theory	Jan van de Snepscheut	"In theory, there is no difference between theory and practice. But, in practice, there is."
014	Tact	Isaac Newton	"Tact is the knack of making a point without making an enemy."
015	Not Knowing When to Quit	George H. Allen	"People of mediocre ability sometimes achieve outstanding success because they don't know when to quit."
016	Common Sense	Unknown	"Common sense is not always common."
017	Making Excuses	George W. Carver	"Ninety-nine percent of all failures come from people who have a habit of making excuses."
018	Do the Right Thing	Brian Tracy	"Disciplining yourself to do what you know is right and important, although difficult, is the high road to pride, self-esteem, and personal satisfaction."
019	People Will Remember	Maya Angelou	"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."
020	Commitment	Joseph M. Juran	"Commitment is the daily triumph of integrity over skepticism."
021	What You'll Get	Unknown	"If you keep doing what you've always done, you'll keep getting what you've always got."
022	If You Don't Like Change	Gen. Eric Shinseki	"If you don't like change, you're going to like irrelevance even less."
023	Approximately Right	Carl G. Thor	"When dealing with numerical data, approximately right is better than precisely wrong."
024	Absence of Vision	Unknown	"Dissatisfaction and discouragement are not caused by the absence of things, but the absence of vision."
025	Praise	Unknown	"Praise only works with three types of people: men, women, and children."
026	Attitude	Harry Banks	"For success, attitude is equally important as ability."
027	Moving Fast	Robert Anthony	"Moving fast is not the same as going somewhere."



#	Title	Citation	Quote
028	Solutions	Ed Rehkopf	"Never complain – always occupy yourself with solutions."
029	Planning	Ed Rehkopf	"The importance of disciplined planning cannot be overstated. Haphazard planning results in haphazard operations and equally haphazard performance."
030	Forget about Yourself	Corazon Aquino	"Forget about yourself and just think of your people. It's always the people who make things happen."
031	Good Judgment	Omar Bradley	"I learned that good judgment comes from experience and that experience grows out of mistakes."
032	Original Ideas	Howard Aiken	"Don't worry about people stealing an idea. If it's original, you will have to ram it down their throats."
033	Facing Change	James Baldwin	"Not everything that is faced can be changed; nothing can be changed until it is faced."
034	Two Kinds of Companies	Jeff Bezos	"There are two kinds of companies, those that work to try to charge more and those that work to charge less."
035	Change It	Maya Angelou	"If you don't like something, change it. If you can't change it, change your attitude."
036	Manage Yourself	William Boetker	"If you wish to succeed in managing and controlling others – learn to manage and control yourself."
037	Geniuses to Manage It	Peter Drucker	"No institution can possibly survive if it needs geniuses or supermen to manage it. It must be organized in such a way as to be able to get along under a leadership composed of average human beings."
038	The Key to Failure	Bill Cosby	"I don't know the key to success, but the key to failure is trying to please everybody."
039	Two Kinds of Men	Cyrus K. Curtis	"There are two kinds of men who never amount to much – those who cannot do what they are told and those who can do nothing else."
040	Lion or Sheep	Daniel Defoe	"It is better to have a lion at the head of an army of sheep, than a sheep at the head of an army of lions."
041	The Most Important Part	Lucius Columell	"The most important part of every business is to know what ought to be done."
042	Following the Herd	Nerella Campigotto	"Following the herd often leads to the slaughterhouse."
043	Management by Objectives	Peter Drucker	"Management by objectives works if you first think through your objectives. Ninety percent of the time you haven't."
044	Effective Subordinates	Peter Drucker	"No executive has ever suffered because his subordinates were strong and effective."
045	Only Good Intentions	Peter Drucker	"Plans are only good intentions unless they immediately degenerate into hard work."
046	Plans are Worthless	Peter Drucker	"Plans are worthless, but planning is invaluable."
047	Nothing so Useless	Peter Drucker	"There is nothing so useless as doing efficiently that which should not be done at all."
048	The Scarcest Resource	Peter Drucker	"Time is the scarcest resource and unless it is managed nothing else can be managed."
049	Where Profit Comes From	W. Edwards Deming	"Profit in business comes from repeat customers."
050	What I'm Always Thinking	Walt Disney	"Whenever I go on a ride, I'm always thinking what's wrong with the thing and how it can be improved."
051	Insanity	Albert Einstein	"Insanity: doing the same thing over and over again and expecting different results."
052	Good Enough	Debbi Fields	"Good enough never is."
053	Fast is Fine	Wyatt Earp	"Fast is fine, but accuracy is everything."
054	Treat People	Goethe	"Treat people as if they were what they ought to be, and you help them to become what they are capable of being."



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001	Service Is	Ed Rehkopf	“Remarkable Service is a state of mind plus organization and systemic training, with well-hired, trained, and empowered employees responding to accountable, service-based leaders – all participating in a rigorous discipline of personalized service and continual product, service, and process improvement.”
002	Service Rather than Ambition	Ed Rehkopf	“To the extent that your leadership efforts are based on service to others rather than personal ambitions, your success will be magnified.”
003	Primary Motivation is Service	Ed Rehkopf	“With Service-based Leadership the attitude and primary motivation of the leader is service to others – to members, to employees, to shareholders. This approach to leadership naturally creates relationships – the deep and abiding bonds that sustain the efforts of the club.”
004	Service is What the Customer Gets	Peter Drucker	“Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.”
005	Do What You Do So Well	Walt Disney	“Do what you do so well that they will want to see it again and bring their friends.”
006	If You Don’t Take Care of Our Customers	Unknown	“If you don’t take care of our customers, someone else will.”
007	Customers Don’t Expect You to Be Perfect	Donald Porter	“Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong.”
008	Legendary Service	Sam Walton	“The goal as a company is to have customer service that is not just the best, but legendary.”
009	Price and Quality Only Gets You in the Game	Tony Alessandra	“Being on par in terms of price and quality only gets you in the game. Service wins the game.”
010	To My Customer	Unknown	“To my customer. I may not have the answer, but I’ll find it. I may not have the time, but I’ll make it.”
011	A Simple but Powerful Rule	Nelson Boswell	“Here is a simple but powerful rule – always give people more than what they expect to get.”
012	Getting What You Want	Alice MacDougall	“In business you get what you want by giving other people what they want.”
013	A Strong Customer Service Culture Can’t be Copied	Jerry Fritz	“You’ll never have a product or price advantage again. They can easily be duplicated, but a strong customer service culture can’t be copied.”
014	Your Customers Won’t Love You	Kate Zabriskie	“Although your customers won’t love you if you give bad service, your competitors will.”
015	Customer Service Attitude	Unknown	“Customer service is not a department, it’s an attitude!”
016	The Way to Gain a Good Reputation	Socrates	“The way to gain a good reputation is to endeavor to be what you desire to appear.”
017	Only One Worry About Profits	Henry Ford	“A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large.”
018	A Useful By-Product	Henry Ford	“Wealth, like happiness, is never attained when sought after directly. It comes as a by-product of providing a useful service.”
019	Whoever Renders Service	Jim Rohn	“Whoever renders service to many puts himself in line for greatness – great wealth, great return, great satisfaction, great reputation, and great joy.”
020	Those Who Don’t Make a Profit	Richard Bach	“I don’t want to do business with those who don’t make a profit, because they can’t give the best service.”
021	Business is Not Just Doing Deals	H. Ross Perot	“Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers. Finally, business is a cobweb of human relationships.”