

*LEAD TRUE*  
Thought Leader Quotes

*Unless you walk out into the unknown, the odds of making a profound difference in your life are pretty low.*

– Tom Peters

*Organizations exist to serve. Period. Leaders live to serve. Period . . . Leaders don't create followers; they create more leaders.*

– Tom Peters

*Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice and discipline.*

– Jim Collins

*Success is not a matter of mastering subtle, sophisticated theory but rather of embracing common sense with uncommon levels of discipline and persistence.*

– Patrick Lencioni

*Above all, success in business requires two things: a winning competitive strategy and superb organizational executions. Distrust is the enemy of both . . . High trust won't necessarily rescue a poor strategy, but low trust will almost always derail a good one.*

– Stephen Covey

*Not finance. Not strategy. Not technology. It is teamwork that remains the ultimate competitive advantage, both because it is so powerful and so rare.*

– Patrick Lencioni

*We learn best and change from hearing stories that strike a chord within us.*

– John P. Kotter

*You want to invite new ideas, not new rules.*

– Dan Heath

*Great vision without great people is irrelevant.*

– Jim Collins