

# Anita Roddick Quotes

*Business, People, Thinking, Believe, Success, Running, Passion,  
Communication, Organization, Powerful, Entrepreneur, Ideas, Leadership,  
Creativity, Inspirational, World, Want, Looks, Practice, Way*

If you think you're too small to have an impact, try going to bed with a mosquito.

~Anita Roddick

To succeed you have to believe in something with such a passion that it becomes a reality.

~Anita Roddick

The business of business should not be about money. It should be about responsibility. It should be about public good, not private greed

~Anita Roddick

Be courageous. It's one of the only places left uncrowded.

~Anita Roddick

Whatever you do, be different - that was the advice my mother gave me, and I can't think of better advice for an entrepreneur. If you're different, you will stand out.

~Anita Roddick

If you do things well, do them better. Be daring, be first, be different, be just.

~Anita Roddick

Speed, agility and responsiveness are the keys to future success.

~Anita Roddick

My passionate belief is that business can be fun, it can be conducted with love and a powerful force for good.

~Anita Roddick

We communicate with passion and passion persuades.

~Anita Roddick

Nobody talks of entrepreneurship as survival, but that's exactly what it is and what nurtures creative thinking.

~Anita Roddick

If you really didn't ever want to get wrinkles, then you should have stopped smiling years ago!

~Anita Roddick

Whatever you do, be different. If you're different, you will stand out.

~Anita Roddick

Never feel too small or powerless to make a difference.

~Anita Roddick

I want to work for a company that contributes to and is part of the community. I want something not just to invest in. I want something to believe in.

~Anita Roddick

There are 3 billion women in the world who don't look like supermodels and only 8 that do.

~Anita Roddick

Three components make an entrepreneur: the person, the idea and the resources to make it happen.

~Anita Roddick

The end result of kindness is that it draws people to you.

~Anita Roddick

Be special. Be anything but mediocre.

~Anita Roddick

Creativity comes by breaking the rules, by saying that you're in love

with the anarchist.

~Anita Roddick

People I work with are open to leadership that has a vision, but this vision has to be communicated clearly and persuasively, and always, always with passion.

~Anita Roddick

There is no scientific answer for success. You can't define it. You've simply got to live it and do it.

~Anita Roddick

If you don't believe one person can make a difference, you have never been in bed with a mosquito.

~Anita Roddick

Consumers have not been told effectively enough that they have huge power and that purchasing and shopping involve a moral choice.

~Anita Roddick

Running a company on market research is like driving while looking in the rear view mirror.

~Anita Roddick

The key to handling problems and conflict within an organization is to keep the channels of communication wide open.

~Anita Roddick

the function of wealth is not to accumulate it but to give it away as productively and responsibly as you can.

~Anita Roddick

First, you have to have fun. Second, you have to put love where your labour is. Third, you have to go in the opposite direction to everyone

else.

~Anita Roddick

Be daring. Be first. Be different.

~Anita Roddick

I'm an activist and I come from a very socialist background. For me, my thinking was formed by great thought leaders. And wealth preserving wasn't part of my thinking.

~Anita Roddick

If I had to name a driving force in my life, I would name PASSION every time

~Anita Roddick

There has been a real influence on young people, whose travel is experiential. For them, their values change when their experiences change; travel is like a university without walls.

~Anita Roddick

For me, campaigning and good business is also about putting forward solutions, not just opposing destructive practices or human rights abuses.

~Anita Roddick

A vision is something you see and others don't. Some people would say that's a pocket definition of lunacy. But it also defines entrepreneurial spirit.

~Anita Roddick

Being good is good business

~Anita Roddick

Let me tell you how the French seduce you. They are the most bloody

seductive people on Earth. They are charming, they are well-mannered and they praise and flatter you.

~Anita Roddick

You have to look at leadership through the eyes of the followers and you have to live the message.

~Anita Roddick

Business is not financial science, it's about trading.. buying and selling. It's about creating a product or service so good that people will pay for it.

~Anita Roddick

Every time you buy something consider it a vote of confidence in the company that produced it.

~Anita Roddick

I think that business practices would improve immeasurably if they were guided by "feminine" principles, qualities like love, care, and intuition.

~Anita Roddick

I believe in businesses where you engage in creative thinking, and where you form some of your deepest relationships. If it isn't about the production of the human spirit, we are in big trouble.

~Anita Roddick

We were most creative when our back was against the wall.

~Anita Roddick

I'd have opened a bloody library if I'd wanted to be quiet.

~Anita Roddick

We should be evolving into a new age of business with a worldview that maintains one simple proposition - that all of nature: humans, animals,

earth, are interconnected and interdependent.

~Anita Roddick

Get informed. Get outraged. Get inspired. Get active.

~Anita Roddick

By creating conversation, we let our customers spread our message by word of mouth.

~Anita Roddick

Don't underestimate the power of the vigilante consumer.

~Anita Roddick

I don't want to be defined by being the founder of the Body Shop, and I don't want to be defined as a woman suffering from Hepatitis C. There's more to my life than that.

~Anita Roddick

At The Body Shop we had always been measured by how many jobs we had created, and I got a major award from the Queen on that.

~Anita Roddick

One of the key problems of the business world is that greed has become culturally acceptable.

~Anita Roddick

I hope to leave my children a sense of empathy and pity and a will to right social wrongs

~Anita Roddick

To run this business ... you need ... optimism, humanism, enthusiasm, intuition, curiosity, love, humour, magic and fun, and that secret ingredient-euphoria.

~Anita Roddick

I traveled enormously during the 1960's, when you measured everything by where you traveled and what you did as travelers.

~Anita Roddick

If there is excitement in their lives, it is contained in the figures on the profit and loss sheet. What an indictment.

~Anita Roddick

All through history, there have always been movements where business was not just about the accumulation of proceeds but also for the public good.

~Anita Roddick

the most powerful bodies in the world, the World Trade Organization, the World Bank, and the International Monetary Fund, are also the least democratic and inclusive.

~Anita Roddick

The big question is: how do you institutionalize success and still keep that edge of craziness and wildness?

~Anita Roddick

The word love is never mentioned in big business.

~Anita Roddick

By definition, design, and practice, capitalism is a system that concentrates economic power in the hands of the few to the exclusion of the many.

~Anita Roddick

Ninety-nine per cent of what we say is about values. I firmly believe that ethical capitalism is the best way of changing society for the better.

~Anita Roddick



We are essentially outsiders and that is the best definition of an entrepreneur I have ever come across.

~Anita Roddick

I didn't go to business school, didn't care about financial stuff and the stock market.

~Anita Roddick

My mother's bottom line was truth to her values. It meant bringing your heart and your humanity to work.

~Anita Roddick

I am aware that success is more than a good idea. It is timing too.

~Anita Roddick

If I can't do something for the public good, what the hell am I doing?

~Anita Roddick

Entrepreneurs are visionaries - they see things other people don't see.

~Anita Roddick

There are only two ways of making money: the hard way and the very hard way!

~Anita Roddick

Make heroes out of the employees who personify what you want to see in the organization.

~Anita Roddick

When you run an entrepreneurial business, you have hurry sickness - you don't look back, you advance and consolidate. But it is such fun

~Anita Roddick

if companies are in business solely to make money, no consumer can

fully trust what they do or say.

~Anita Roddick

Economic globalization creates wealth, but only for the elite who benefit from the surge of consolidations, mergers, global scale technology, and financial activity.

~Anita Roddick

People don't want simply to buy the product, they want to have sympathy with the company too.

~Anita Roddick

You've got to be hungry - for ideas, to make things happen and to see your vision made into reality

~Anita Roddick

Cynicism is what passes for insight when courage is lacking

~Anita Roddick

If I had to choose my driving force, it would be passion.

~Anita Roddick

You persuade people with passion, so you've got to have a product or service you feel emotionally charged about. Then you can tell stories about it that will inspire others.

~Anita Roddick

You can't change the world from the rear view mirror.

~Anita Roddick

When you take the high moral road it is difficult for anyone to object without sounding like a complete fool.

~Anita Roddick

Why should how I act in my workplace be any different from how I interact with my family at home? It's making sure the company runs on feminine principles where the major ethic is care.

~Anita Roddick

We have our values from the church, the temple, the mosque. Do not rob, do not murder. But our behaviour changes the minute we go into the corporate place. Suddenly all of this is irrelevant.

~Anita Roddick

How can you ennoble the spirit when you are selling something as inconsequential as a face cream?

~Anita Roddick

I think it's just fear of death. I can't bear to go to sleep. There's very little, you know, between an entrepreneur and a crazy person.

~Anita Roddick

Entrepreneurs are outsiders by nature - outsiders with a work ethic.

~Anita Roddick

I think progress is a sort of comfortable disease, and we've got a media that says entertainment and celebrity, which isn't bad in itself but it stops the real issues coming forward.

~Anita Roddick

If you pretend that business is beyond morality, that's the kind of morality you get.

~Anita Roddick

The movement for the environment really only started in the mid 1970's.

~Anita Roddick

What we are trying to do is to create a new business paradigm, simply showing that business can have a human face and a social conscience.

~Anita Roddick

If trade undermines life, narrows it or impoverishes it, then it can destroy the world. If it enhances life, then it can better the world.

~Anita Roddick

If civilization is going to survive, business and policy-makers must move on, to find within themselves more developed emotions than fear or greed.

~Anita Roddick

Corporate crime kills far more people and costs taxpayers far more money than street crime.

~Anita Roddick

A great advantage I had when I started The Body Shop was that I had never been to business school.

~Anita Roddick

Irritation is a great source of energy and creativity.

~Anita Roddick

I think the leadership of a company should encourage the next generation not just to follow, but to overtake.

~Anita Roddick

The market controls everything, but the market has no heart.

~Anita Roddick

When your back is against the wall financially, creative juices flow.

~Anita Roddick

My argument is: keep the bloody bottom line at the bottom. That's where it should be.

~Anita Roddick

The money that we make from the company goes into The Body Shop Foundation, which isn't one of those awful tax shelters like some in America. It just functions to take the money and give it away.

~Anita Roddick

a social conscience is not incompatible with profit.

~Anita Roddick

Traditionally, the role of the individual was to conform to the organization. In the future the organization will have to conform to the needs of the individual.

~Anita Roddick

There are a lot of dark sides to success, but the light side of it is the ability to be opportunistic, and to be able to do things.

~Anita Roddick

With fewer and fewer corporations controlling more and more of the world's trade, there is an ever greater need to know more about the practices of these large faceless organizations.

~Anita Roddick

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