

# Herb Kelleher

## Quotes

*People, Treats, Employee, Egomania, Needs, Inspirational, Thinking, Attitude,  
Leadership, Aviation, Skills, Ideas, Soul, Airplane, Practice, Crazy, Firsts,  
Leader, Important, Fire*

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

~Herb Kelleher

Keep costs low and spirits high, and the people of Southwest Airlines will keep LUV in the air.

~Herb Kelleher

We have a strategic plan. It's called 'doing things'.

~Herb Kelleher

Your employees come first. And if you treat your employees right, guess what? Your customers come back, and that makes your shareholders happy. Start with employees and the rest follows from that.

~Herb Kelleher

You don't hire for skills, you hire for attitude. You can always teach skills.

~Herb Kelleher

If you're crazy enough to do what you love for a living, then you're bound to create a life that matters.

~Herb Kelleher

I'm here to tell you that I am proud of a couple of things. First, I am very good at projectile vomiting. Second, I've never had a really serious venereal disease.

~Herb Kelleher

A company is stronger if it is bound by love rather than by fear.

~Herb Kelleher

Positions and titles mean absolutely nothing. They're just adornments;

they don't represent the substance of anybody. Every person and every job is worth as much as any other person and any other job.

~Herb Kelleher

The important thing is to take the bricklayer and make him understand that he's building a home, not just laying bricks.

~Herb Kelleher

The essential difference in service is not machines or 'things.' The essential difference is minds, hearts, spirits, and souls.

~Herb Kelleher

Leading an organization is as much about soul as it is about systems. Effective leadership finds its source in understanding

~Herb Kelleher

Treat your employees like customers.

~Herb Kelleher

I've found that many of the greatest ideas surface in bars because that's where many people cultivate inspiration.

~Herb Kelleher

If the Wright brother were alive today Wilbur would have to fire Orville to reduce costs.

~Herb Kelleher

If employees aren't satisfied, they won't promote the product we need.

~Herb Kelleher

I forgive all personal weaknesses except egomania and pretension.

~Herb Kelleher

I learned it by doing it, and I was scared to death.

~Herb Kelleher

Power should be reserved for weightlifting and boats, and leadership really involves responsibility.

~Herb Kelleher

Wild Turkey whiskey and Philip Morris cigarettes are essential to the maintenance of human life!

~Herb Kelleher

I've always been able to make erroneous decisions very quickly.

~Herb Kelleher

Hire for attitude, train for skill.

~Herb Kelleher

The Wright Amendment is a pain in the ass, but not every pain in the ass is a constitutional infringement.

~Herb Kelleher

Succession planning has been a major priority at Southwest for quite some time. We think we have come up with a winning combination of talent for our company reorganization.

~Herb Kelleher

You have to treat your employees like customers

~Herb Kelleher

You [the employees] are involved in a crusade.

~Herb Kelleher

If you don't treat your own people well, they won't treat other people well.

~Herb Kelleher

One piece of advice that always stuck in my mind is that people should be respected and trusted as people, not because of their position or title.

~Herb Kelleher

It takes nerves of steel to stay neurotic.

~Herb Kelleher

The clear, unmistakable sign of a bureaucrat is somebody who worries about whether he has a window.

~Herb Kelleher

Sometimes you need a little courage too just to buck popular opinion.

~Herb Kelleher

I think my greatest moment in business was when the first Southwest airplane arrived after four years of litigation and I walked up to it and I kissed that baby on the lips and I cried.

~Herb Kelleher

The business of business is people.

~Herb Kelleher

The tragedy of our time is that we've got it backwards, we've learned to love techniques and use people.

~Herb Kelleher

The people of Southwest have always been my pride, my joy and my love. Their indomitable dedication and esprit de corps have taken Southwest from a three-airplane dream to a 500-airplane reality.

~Herb Kelleher

You have to have the service mentality in the sense that you subjugate your own ego, and you subjugate a large part of your own life to really

helping other people, being successful on their behalf.

~Herb Kelleher

Your people come first, and if you treat them right, they'll treat the customers right.

~Herb Kelleher

The more time I spend with our people, the more I find out about our business.

~Herb Kelleher

People with different personalities, different approaches, different values succeed not because one set of values or priorities is superior but because their values and practices are genuine.

~Herb Kelleher

To be an excellent leader, you have to be a superb follower.

~Herb Kelleher

It is my practice to try to understand how valuable something is by trying to imagine myself without it.

~Herb Kelleher

You have to treat your employees like your customers. When you treat them right they will treat your outside customers right.

~Herb Kelleher

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