

Howard Schultz

Quotes

*People, Coffee, Thinking, Dream, Starbucks, America, Believe, Opportunity,
Jobs, Inspirational, Heart, Needs, Leader, Trying, Want, Business, Media,
Different, Leadership, Country*

Starbucks represents something beyond a cup of coffee.

~Howard Schultz

When it comes to Starbucks, I take every threat very personally.

~Howard Schultz

We are not in the coffee business serving people, we are in the people business serving coffee.

~Howard Schultz

Starbucks has a role and a meaningful relationship with people that is not only about the coffee.

~Howard Schultz

Believe in your dreams and dream big. And then after you've done that, dream bigger.

~Howard Schultz

Starbucks is in my blood. It is such a part of me that letting it unravel simply was not an option.

~Howard Schultz

There's a metaphor Vincent Eades likes to use: "If you examine a butterfly according to the laws of aerodynamics, it shouldn't be able to fly. But the butterfly doesn't know that, so it flies.

~Howard Schultz

When you're surrounded by people who share a passionate commitment around a common purpose, anything is possible.

~Howard Schultz

Starbucks is committed to evolving and enhancing our customer experience with innovative and wholesome food offerings.

~Howard Schultz

Customers must recognize that you stand for something.

~Howard Schultz

When we began Starbucks, what I wanted to try to do was to create a set of values, guiding principles, and culture.

~Howard Schultz

Do I take criticism of Starbucks personally? Of course I do.

~Howard Schultz

Everyone starts strong. Success comes to those with unwavering commitment to be at the end.

~Howard Schultz

I am concerned about any attrition in customer traffic at Starbucks, but I don't want to use the economy, commodity prices or consumer confidence as an excuse.

~Howard Schultz

Starbucks is not an advertiser; people think we are a great marketing company, but in fact we spend very little money on marketing and more money on training our people than advertising.

~Howard Schultz

Don't be threatened by people smarter than you.

~Howard Schultz

If you want to achieve widespread impact and lasting value, be bold.

~Howard Schultz

People want to be part of something larger than themselves. They want to be part of something they're really proud of, that they'll fight for, sacrifice for, that they trust.

~Howard Schultz

Whatever you do, don't play it safe. Don't do things the way they've always been done. Don't try to fit the system. If you do what's expected of you, you'll never accomplish more than others expect.

~Howard Schultz

Great companies that build an enduring brand have an emotional relationship with customers that has no barrier. And that emotional relationship is on the most important characteristic, which is trust.

~Howard Schultz

Mass advertising can help build brands, but authenticity is what makes them last. If people believe they share values with a company, they will stay loyal to the brand.

~Howard Schultz

Hiring people is an art, not a science, and resumes can't tell you whether someone will fit into a company's culture.

~Howard Schultz

I never wanted to be on any billionaires list. I never define myself by net worth. I always try to define myself by my values.

~Howard Schultz

Don't settle! Embrace a dream--and keep dreaming. Don't be a bystander. Take it personally.

~Howard Schultz

Victory is much more meaningful when it comes not just from one person, but from the joint achievements of many.

~Howard Schultz

Any business today that embraces the status quo as an operating principle is going to be on a death march.

~Howard Schultz

Grow with discipline. Balance intuition with rigor. Innovate around the core. Don't embrace the status quo.

~Howard Schultz

Authentic brands don't emerge from marketing cubicles or advertising agencies. They emanate from everything the company does.

~Howard Schultz

Risk more than others think safe.

~Howard Schultz

I was taken by the power that savoring a simple cup of coffee can have to connect people and create community.

~Howard Schultz

Sometimes you have to create the thing you want to be part of.

~Howard Schultz

But when you really believe-in yourself, in your dream-you just have to do everything you possibly can to take control and make your vision a reality. No great achievement happens by luck.

~Howard Schultz

We need to put ourselves in the shoes of our customers. That is my new battle cry. Live and breathe Starbucks the way our customers do.

~Howard Schultz

The hardest thing about being a leader is demonstrating or showing vulnerability. And that has a lot to do with trust.

~Howard Schultz

Work should be personal. For all of us. Not just for the artist and entrepreneur. Work should have meaning for the accountant, the construction worker, the technologist, the manager and the clerk.

~Howard Schultz

We have no patent on anything we do and anything we do can be copied by anyone else. But you can't copy the heart and the soul and the conscience of the company.

~Howard Schultz

Good results is not an entitlement. It has to be earned and earned each individual working day via the lens of humility.

~Howard Schultz

Effective leaders share two intertwined attributes: an unbridled level of confidence about where their organizations are headed, and the ability to bring people along.

~Howard Schultz

My kids probably started drinking coffee in their late teens.

~Howard Schultz

Success is the by-product when you work toward the target.

~Howard Schultz

I can't imagine a day without coffee. I can't imagine!

~Howard Schultz

A great business has to have a conscience. You have to know who you are and who you are not.

~Howard Schultz

Starbucks trying to build a different kind of company around the balance of profitably and benevolence. A social conscience. And that isn't a program it has to be a way of life.

~Howard Schultz

Success is something that has to be earned every day.

~Howard Schultz

When companies fail, or fail to grow, it's almost always because they don't invest in the people, the systems, and the processes they need.

~Howard Schultz

I don't have any secret sauce and I'm no smarter than anyone else. I will say I have surrounded myself with unbelievable talent that has made my job easier.

~Howard Schultz

In life, you can blame a lot of people and you can wallow in self-pity or you can pick yourself up and say listen, I have to be responsible for myself.

~Howard Schultz

Great companies are defined by their discipline and their understanding of who they are and who they are not.

~Howard Schultz

I conduct my life with an expectation that people will do the right thing. Yet even with all my experience, I am still surprised when they do not.

~Howard Schultz

In the 1960s, if you were a blue collar worker or uneducated, and you had an injury on the job, the company basically dismissed you.

~Howard Schultz

The future of America is not an entitlement. We have been given a treasure chest of gifts and opportunities, but some people are being left behind, and success is not sustainable unless it is shared.

~Howard Schultz

I'm in a different position than most CEO's. I'm a founder. I'm not a hired CEO. Now, I can be fired by the board, but most CEO's are hired by the board.

~Howard Schultz

The issue of managing through a crisis is you have to be decisive even if you don't have perfect information.

~Howard Schultz

Success in the United States is not an entitlement in China. You have to go there and earn it, and earn it the right way.

~Howard Schultz

The premium single-cup segment is the fastest-growing business within the global coffee industry.

~Howard Schultz

Success is best when it is shared.

~Howard Schultz

To be an enduring, great company, you have to build a mechanism for preventing or solving problems that will long outlast any one individual leader.

~Howard Schultz

I think if you're an entrepreneur, you've got to dream big - and then dream bigger.

~Howard Schultz

In times of adversity and change, we really discover who we are and what we're made of.

~Howard Schultz

In this ever-changing society, the most powerful and enduring brands

are built from the heart.

~Howard Schultz

Business leaders cannot be bystanders.

~Howard Schultz

Social and digital media is a bullet train, and that bullet train is not coming home.

~Howard Schultz

Europe has always represented a major strategic opportunity to achieve our goal of creating and building an enduring global brand.

~Howard Schultz

China traditionally has been a tea-drinking country but we turned them into coffee drinkers.

~Howard Schultz

You cant build any kind of organization if youre not going to surround yourself with people who have experience and skill base beyond your own.

~Howard Schultz

It's ironic that no matter where I go, I meet people from Brooklyn. I'm proud of that heritage. It's where I'm from, who I am.

~Howard Schultz

The lifeblood of job creation in America is small business, but they can't get access to credit.

~Howard Schultz

We want passion for our business.. workers who can interpret and execute our mission, who want to build a career, not just take a temporary job.

~Howard Schultz

You must find something that you deeply love and are passionate about and are willing to sacrifice a lot to achieve.

~Howard Schultz

At its core, I believe leadership is about instilling confidence in others.

~Howard Schultz

I think that sometimes the difference between winning and losing, success and failure, is this gray line between will, passion and self-belief that says, 'I'm going to do this'.

~Howard Schultz

The challenge of the retail business is the human condition.

~Howard Schultz

My passion. My commitment. This is the most important thing in my life other than my family.

~Howard Schultz

One of the fundamental aspects of leadership, I realized more and more, is the ability to instill confidence in others when you yourself are feeling insecure

~Howard Schultz

It's one thing to dream, but when the moment is right, you've got to be willing to leave what's familiar and go out to find your own sound.

~Howard Schultz

I do feel, in a sense, the rules of engagement for citizenship has changed, and we must encourage other people to speak up and to take action.

~Howard Schultz

There's an energy and excitement when you're building a company. You have so much tail wind. You're planting new seeds. But it's also scary, because there's no safety net.

~Howard Schultz

Be bold, but be fair. Don't give in. If others around you have integrity, too, you can prevail

~Howard Schultz

Always challenge the old ways.

~Howard Schultz

My mother taught me something at a young age - she said 'you are the company you keep.' To define yourself by some label or some level of resources - that's pretty shallow.

~Howard Schultz

If you pour your heart into your work, or into any worthy enterprise, you can achieve dreams others may think impossible.

~Howard Schultz

Who wants a dream that's near-fetched?

~Howard Schultz

Managing a business, small or large, today requires an extremely disciplined, thoughtful approach with regard to the pressure that people are under.

~Howard Schultz

We need to reinvent food at Starbucks. Less could be more.

~Howard Schultz

When you start a company, it's a singular focus. You have the wind at your back.

~Howard Schultz

I could've just walked away but I never could have forgiven myself to allow Starbucks to drift into mediocrity or not be relevant. I just couldn't be a bystander.

~Howard Schultz

Post-9/11, we saw an immediate uptick in the amount of people in our stores, all over the country. People wanted that human connection. We are not going to fracture the Starbucks experience.

~Howard Schultz

We think of Starbucks not as a coffee company but a media company.

~Howard Schultz

In anything we do, any endeavor, it's not what you do; it's why you do it

~Howard Schultz

Often, organizations need bold, grand gestures to galvanize people towards a new mission or refocus their attention.

~Howard Schultz

Certainly the caffeine in coffee, whether it's Starbucks or generic coffee, is somewhat of a stimulant. But if you drink it in moderation, which I think four or five cups a day is, you're fine.

~Howard Schultz

Our history is based on extending the brand to categories within the guardrails of Starbucks.

~Howard Schultz

Starbucks has changed the rules of engagement for the music industry.

~Howard Schultz

The leaders in Washington have got to come together in a bipartisan way and do the right thing for the people who are being left behind. We cannot have an America that is only based on the wealthy.

~Howard Schultz

People in Washington need to put their feet in the shoes of working Americans.

~Howard Schultz

If Vancouver did not succeed as Starbucks from '87 on, our entire international business, which is now thousands of stores and a significant amount of growth and profit, may not have existed.

~Howard Schultz

We will never-and I mean never-turn our backs on our employees.

~Howard Schultz

I think what we're lacking in society, not only in the U.S. but also around the world, is to find heroes once again and to celebrate these kind of people.

~Howard Schultz

I was working probably at the age of 10, when I had my first paper route. I had every different kind of job you could possibly imagine as a young kid.

~Howard Schultz

Don't buy preground coffee.

~Howard Schultz

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