

Jeffrey Pfeffer

Quotes

*People, Successful, Thinking, Believe, Organization, Reality, Long, Leader,
Jobs, Skills, Giving, Powerful, Book, Strategy, Senior, Careers, Mean, Self,
Memorable, Class*

Your most important task as a leader is to teach people how to think and ask the right questions so that the world doesn't go to hell if you take a day off.

~Jeffrey Pfeffer

Successful organizations understand the importance of implementation, not just strategy, and, moreover, recognize the crucial role of their people in this process.

~Jeffrey Pfeffer

Knowledge is only useful if you do something with it.

~Jeffrey Pfeffer

You are more likely to acquire power by narrowing your focus and applying your energies, like the sun's rays, to a limited range of activities in a small number of domains.

~Jeffrey Pfeffer

You can't be normal and expect abnormal returns.

~Jeffrey Pfeffer

Point at solutions instead of at each other.

~Jeffrey Pfeffer

The best path to power combines two things: 1) a path that not many are taking and 2) something that you are capable and comfortable with doing.

~Jeffrey Pfeffer

Most organisations say they want creativity, but really they do not.

~Jeffrey Pfeffer

My overall recommendation: for decades corporate policy manuals and HR departments have told people they are responsible for their own

careers. It's about time people really heeded those warnings.

~Jeffrey Pfeffer

We give up and don't try. We don't take sufficient chances or risks. We aren't resilient in the face of failure. We follow the "rules" too much and don't push the envelope.

~Jeffrey Pfeffer

Being memorable equals getting picked.

~Jeffrey Pfeffer

To become "memorable" do things that are somewhat unexpected. Dress, or talk, in ways that draw attention. And mostly, don't follow all the "rule for behavior" so closely.

~Jeffrey Pfeffer

Volumes in the series on Lyndon Johnson, including *Master of the Senate* and *The Path Power*, describe how Johnson created resources out of nothing and built a substantial power base.

~Jeffrey Pfeffer

Witness Donald Trump's current presidential campaign. So first people need to find the white spaces, the unexploited or underexploited niches where there is less competition and more opportunity.

~Jeffrey Pfeffer

Take care of your customers, and you will have a successful business. Don't, and you won't. The airlines need to figure this out - soon.

~Jeffrey Pfeffer

In any branding strategy, you need to figure out what is the image you want to project. Then behave accordingly. And above all, cultivate the media and those who will help you burnish your reputation.

~Jeffrey Pfeffer

We need to reexamine and reassess the purpose of the corporation, and go back to the idea that senior leadership has responsibilities not just to shareholders but also to customers and employees.

~Jeffrey Pfeffer

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