

# Roger von Oech

## Quotes

*Thinking, Inspirational, People, Ideas, Looks, Way, Letting Go, Taken, Lying,  
Ultimate, Becoming, Opposites, Excuse, Falling In Love, Issues, Dies,  
Creativity, Goal, Flexibility, Answers*

Remember the two benefits of failure. First, if you do fail, you learn what doesn't work; and second, the failure gives you the opportunity to try a new approach.

~Roger von Oech

Life is like a maze in which you try to avoid the exit.

~Roger von Oech

Everyone has a 'risk muscle.' You keep it in shape by trying new things. If you don't, it atrophies. Make a point of using it at least once a day.

~Roger von Oech

Take advantage of the ambiguity in the world. Look at something and think what else it might be.

~Roger von Oech

Going to a junkyard is a sobering experience. There you can see the ultimate destination of almost everything we desired.

~Roger von Oech

Most people think of success and failure as opposites, but they both are products of the same process.

~Roger von Oech

It's easy to come up with new ideas; the hard part is letting go of what worked for you two years ago, but will soon be out-of-date.

~Roger von Oech

It's important for the explorer to be willing to be led astray.

~Roger von Oech

What excuses stand in your way? How can you eliminate them?

~Roger von Oech

Most brilliance arises from ordinary people working together in extraordinary ways.

~Roger von Oech

Flexibility is a requirement for survival.

~Roger von Oech

If you make an error, use it as a stepping stone to a new idea you might not have otherwise discovered.

~Roger von Oech

If you don't execute your ideas, they die.

~Roger von Oech

Here's my advice: Go ahead and be whacky. Get into a crazy frame of mind and ask what's funny about what you're doing.

~Roger von Oech

Am I Getting Lazy? Am I Too Busy? Am I Becoming Arrogant? Am I Getting Timid? If you answer 'yes' to any one of these questions, that's your warning to Kick that attitude!

~Roger von Oech

There is a close relationship between the "ha-ha" of humor and the "aha!" of discovery.

~Roger von Oech

Look for the second right answer.

~Roger von Oech

New ideas are not born in a conforming environment.

~Roger von Oech

Knowledge is the stuff from which new ideas are made. Thus, the real

key to being creative lies in what you do with your knowledge.

~Roger von Oech

When everyone thinks alike, no one is doing very much thinking.

~Roger von Oech

Most burning issues generate far more heat than light.

~Roger von Oech

The worlds of thought and action overlap. What you think has a way of becoming true.

~Roger von Oech

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