

# Soichiro Honda Quotes

*Failure, Dream, People, Inspirational, Life, Success, Challenges, Dies, Doe,  
Remember, Percent, Avoiding, Essentials, Love, Made, Ideas, Sacrifice,  
Strengthening, Skills, Value Of Life*

Instead of being afraid of the challenge and failure, be afraid of avoiding the challenge and doing nothing

~Soichiro Honda

We only have one future, and it will be made of our dreams, if we have the courage to challenge convention.

~Soichiro Honda

Enjoying your work is essential. If your work becomes an expression of your own ideas, you will surely enjoy it.

~Soichiro Honda

If you hire only those people you understand, the company will never get people better than you are. Always remember that you often find outstanding people among those you don't particularly like.

~Soichiro Honda

If Honda does not race, there is no Honda.

~Soichiro Honda

What we learn through failure becomes a precious part of us, strengthening us in everything we do. So let the tough things make you tougher.

~Soichiro Honda

Success represents the 1% of your work which results from the 99% that is called failure.

~Soichiro Honda

The value of life can be measured by how many times your soul has been deeply stirred.

~Soichiro Honda

Success is 99 percent failure.

~Soichiro Honda

There is a Japanese proverb that literally goes 'Raise the sail with your stronger hand,' meaning you must go after the opportunities that arise in life that you are best equipped to do.

~Soichiro Honda

Many people dream of success. To me, success can only be achieved through repeated failure and introspection.

~Soichiro Honda

The day I stop dreaming is the day I die.

~Soichiro Honda

Real happiness lies in the completion of work using your own brains and skills.

~Soichiro Honda

Each individual should work for himself. People will not sacrifice themselves for the company. They come to work at the company to enjoy themselves.

~Soichiro Honda

Man is not interesting without some imperfection

~Soichiro Honda

Success is ninety-nine percent failure.

~Soichiro Honda

90% of success is failure.

~Soichiro Honda

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