

Tom Peters Quotes

*Business, People, Book, Ideas, Leader, Excellence, Thinking, Leadership,
Inspirational, Important, Library, Believe, World, Skills, Digital, Way, Passion,
Entrepreneur, Mean, Quality*

Leaders don't create followers, they create more leaders.

~Tom Peters

The magic formula that successful businesses have discovered is to treat customers like guests and employees like people.

~Tom Peters

If a window of opportunity appears, don't pull down the shade.

~Tom Peters

The greatest difficulty in the world is not for people to accept new ideas, but to make them forget old ideas.

~Tom Peters

The leaders who work most effectively, it seems to me, never say 'I'. They don't think 'I'. They think 'we'; they think 'team'.

~Tom Peters

Excellence is not an aspiration. Excellence is what you do in the next five minutes.

~Tom Peters

Celebrate what you want to see more of.

~Tom Peters

Divas do it, golfers do it, pilots do it, violists do it, sprinters do it, soldiers do it, surgeons do it, astronauts do it...only business people think it isn't necessary to train.

~Tom Peters

The thing that keeps a business ahead of the competition is excellence in execution.

~Tom Peters

Stop being conned by the old mantra that says, 'Leaders are cool, managers are dweebs.' Instead, follow the Peters Principle: Leaders are cool. Managers are cool too!

~Tom Peters

Change is not so much about being the first one to embrace a new idea, but being the first to forget an old one

~Tom Peters

Nearly 100% of innovation-from business to politics-is inspired not by "market analysis" but by people who are supremely pissed off by the way things are.

~Tom Peters

Excellent firms don't believe in excellence - only in constant improvement and constant change.

~Tom Peters

Hire for attitude. Train for skill... More

~Tom Peters

You will be remembered, in the long haul, for the quality of your work, not the quantity of your work. No one evaluates Picasso based on the number of paintings he churned out.

~Tom Peters

The simple act of paying positive attention to people has a great deal to do with productivity.

~Tom Peters

If you're not confused, you're not paying attention.

~Tom Peters

It's this simple: You are a brand. You are in charge of your brand.

There is no single path to success. And there is no one right way to create the brand called You. Except this: Start today. Or else.

~Tom Peters

Smile if it kills you. The physiology of smiling diffuses a lot of anger and angst. It makes your body and soul feel better.

~Tom Peters

Unless you walk out into the unknown, the odds of making a profound difference in your life are pretty low.

~Tom Peters

There are few things that will take you further in life, than your ability to make a good presentation.

~Tom Peters

Never, ever rest on your laurels. Today's laurels are tomorrow's compost.

~Tom Peters

The best leaders... almost without exception and at every level, are master users of stories and symbols.

~Tom Peters

Almost all quality improvement comes via simplification of design, manufacturing... layout, processes, and procedures.

~Tom Peters

There is no such thing as an insignificant improvement.

~Tom Peters

Life is pretty simple: You do some stuff. Most fails. Some works. You do more of what works. If it works big, others quickly copy it. Then you do something else. The trick is the doing something else.

~Tom Peters

Remember my mantra: distinct... or extinct.

~Tom Peters

The best leaders are the best notetakers, best askers, and best learners.

~Tom Peters

Winners must learn to relish change with the same enthusiasm and energy that we have resisted it in the past.

~Tom Peters

In today's economy there are no experts, no 'best and brightest' with all the answers. It's up to each one of us. The only way to screw up is to not try anything.

~Tom Peters

Management is about arranging and telling. Leadership is about nurturing and enhancing.

~Tom Peters

The difference between great and average is, mostly, having the imagination and zeal to re-create yourself daily.

~Tom Peters

Only those who constantly retool themselves stand a chance of staying employed in the years ahead.

~Tom Peters

Customers perceive service in their own unique, idiosyncratic, emotional, irrational, end-of-the-day, and totally human terms. Perception is all there is!

~Tom Peters

And remember: Everything in business is a paradox. To be excellent, you have to be consistent. When you're consistent, you're vulnerable to attack. Yes, it's a paradox. Now deal with it!

~Tom Peters

If I read a book that cost me \$20 and I get one good idea, I've gotten one of the greatest bargains of all time.

~Tom Peters

Excellence comes from human beings doing things of value that customers find memorable.

~Tom Peters

Have you set high standards in the past that make it clear what level of performance you demand?

~Tom Peters

With most competitors moving ever faster, the race will go to those who listen (and respond) most intently.

~Tom Peters

One percent improvement in 1,000 things is better than 1,000% improvement in one thing.

~Tom Peters

The top athletes are consummate pros who work obsessively at their craft. Approach yours the same way.

~Tom Peters

Don't 'tolerate' mistakes. Embrace them!

~Tom Peters

OPPORTUNITY is not "knocking." It is pounding on your door.

~Tom Peters

As a consumer, you want to associate with brands whose powerful presence creates a halo effect that rubs off on you.

~Tom Peters

I urge you to set a tough, quantitative target for adding "differentiators" as I call them, to every service you provide.

~Tom Peters

We're going to see leadership emerge as the most important element of business - the attribute that is highest in demand and shortest in supply.

~Tom Peters

The day firing becomes easy is the day to fire yourself.

~Tom Peters

The winners stun us not by their cleverness, but by the fact that every tiny aspect of the business is just a touch better than the norm.

~Tom Peters

Creating in all employees the awareness that their best efforts are essential and that they will share in the rewards of the company's success.

~Tom Peters

TRUST, not technology, is the issue of the decade.

~Tom Peters

The new idea either finds a champion or it dies. No ordinary involvement with a new idea provides the energy required to cope with the indifference and resistance that change provokes.

~Tom Peters

Public Speaking is a skill that can be studied, polished, perfected. Not

only can you get good at it, you can get damn good at it and it makes a heck of a difference.

~Tom Peters

I don't want an epitaph on my gravestone that says, 'He would have pursued some big dreams in his life, but other people wouldn't let him.

~Tom Peters

Learning is a matter of intensity not elapsed time.

~Tom Peters

To meet the demands of the fast-changing competitive scene, we must simply learn to love change as much as we have hated it in the past.

~Tom Peters

How do you achieve excellence?...Stop doing non-excellent stuff!

~Tom Peters

Business book writing for me is when some set of ideas gets stuck in my mind, I write a book about it. I haven't got a theory and I haven't got a framework.

~Tom Peters

If you love your company and love what you do, you will serve your customers better-period!

~Tom Peters

Organize as much as possible around teams, to achieve enhanced focus, task orientation, innovativeness, and individual commitment.

~Tom Peters

Communication is everyone's panacea for everything.

~Tom Peters

If your company has a clean-desk policy, the company is nuts and you're nuts to stay there.

~Tom Peters

Execution Excellence! (Show up on time! Leave last!)

~Tom Peters

If future competitiveness depends on treating people as an important part of the institution, the least respectful thing I can imagine doing to a human being is asking him to urinate in a cup.

~Tom Peters

Organizations exist to serve. Period. Leaders live to serve. Period.

~Tom Peters

If the person you delegated to does the job twice as well as you would have done it, consider yourself a leader.

~Tom Peters

A passive approach to professional growth will leave you by the wayside.

~Tom Peters

A while back, I came across a line attributed to IBM founder Thomas Watson. If you want to achieve excellence, he said, you can get there today. As of this second, quit doing less-than-excellent work.

~Tom Peters

Success requires a persistent misreading of the odds.

~Tom Peters

There is no such thing as a minor lapse of integrity

~Tom Peters

Leadership is about tapping the wellsprings of human motivation - and about fundamental relations with one's fellows.

~Tom Peters

If no one is pissed-off with you then you are dead but just haven't figured it out yet.

~Tom Peters

Skill at creating, exploiting, and exiting crucial alliances beats ownership of fixed assets

~Tom Peters

I find digital content much easier and more rewarding to interact with on screen than printed on paper.

~Tom Peters

A little (or more) boat burning would do many enterprises a world of good.

~Tom Peters

The number one premise of business is that it need not be boring or dull. It ought to be fun. If it's not fun, you're wasting your life.

~Tom Peters

You are your projects!

~Tom Peters

Train everyone lavishly. You can't overspend on training.

~Tom Peters

Do it, fix it, try it.

~Tom Peters

Hire attitude train skills.

~Tom Peters

The 'value added' for most any company, tiny or enormous, comes from the Quality of Experience provided.

~Tom Peters

It doesn't matter what product or service you're offering; there is unlimited ability to improve the quality of anything.

~Tom Peters

Leaders understand the ultimate power of relationships.

~Tom Peters

Innovation comes only from readily and seamlessly sharing information rather than hoarding it.

~Tom Peters

In McKinsey's world, all of life is one of two things: strategy or organization.

~Tom Peters

Progress is mostly the product of rogues.

~Tom Peters

Develop a respect and reverence for the principle of variation: the idea that the message ain't in the mean, the mode or the median - it's in the differences that occur throughout a population.

~Tom Peters

Test fast, fail fast, adjust fast.

~Tom Peters

Momentum is a fragile force. Its worst enemy: procrastination. Its best friend: a deadline (think Election Day). Implication no. 1 (and there is no

no. 2): Get to work! NOW!

~Tom Peters

I'm fundamentally not interested in the Fortune 500 companies - in US, Mexico, anywhere. The real backbones of economic growth are small and medium businesses.

~Tom Peters

Bold botches are to be cherished.

~Tom Peters

All business success rests on something labeled a sale, which at least momentarily weds company and customer.

~Tom Peters

If the other guy is getting better, then you'd better be getting better faster than the other guy is getting better... or you're getting worse.

~Tom Peters

You are who you go to lunch with! Break bread with cool and you will become more cool. Conversely: break bread with dull and well, you can figure it out.

~Tom Peters

We cannot innovate without opening the door to havoc.

~Tom Peters

The widespread availability of information is the only basis for effective day-to-day problem solving, which abets continuous improvement programs.

~Tom Peters

Everyone has a chance to learn, improve, and build up their skills.

~Tom Peters

Hire disrespectful people.

~Tom Peters

It's relatively simple. If we're not getting more, better, faster than they are getting more, better, faster, then we're getting less, no better or more worse.

~Tom Peters

We are all Michaelangelos.

~Tom Peters

Knowing when to take your losses is an essential part of eventual success.

~Tom Peters

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