

Tony Hsieh

Quotes

*Thinking, Motivational, Culture, Inspirational, People, Business, Years,
Marketing, Focus, Needs, Long, Passion, Believe, Mean, Numbers, Shoes,
Way, Views, Jobs, Destiny*

A bigger business is like a cruise ship: There are lots of amenities and you can go a lot further, but it's harder to turn quickly.

~Tony Hsieh

There's a big difference between motivation and inspiration: Inspire through values and motivation takes care of itself.

~Tony Hsieh

...the best leaders are servant leaders - they serve those they lead.

~Tony Hsieh

Stop chasing the money and start chasing the passion.

~Tony Hsieh

Customer service shouldn't just be A department, it should be the entire company.

~Tony Hsieh

The biggest (and hardest) lesson I've learned in life is that the external world is just a reflection of the world within.

~Tony Hsieh

A great brand is a story that never stops unfolding.

~Tony Hsieh

Your culture is your brand.

~Tony Hsieh

Chase the vision, not the money, the money will end up following you.

~Tony Hsieh

Whatever you're thinking, think bigger.

~Tony Hsieh

Most companies are very quick to hire and slow to fire, when really it should be the other way around.

~Tony Hsieh

The best businesses are really ones that can combine passion, profits, and purpose.

~Tony Hsieh

Envision, create, and believe in your own universe, and the universe will form around you.

~Tony Hsieh

For me, my role is about unleashing what people already have inside them that is maybe suppressed in most work environments.

~Tony Hsieh

I'd rather spend money on things that improve the customer experience than on marketing.

~Tony Hsieh

Don't play games that you don't understand, even if you see lots of other people making money from them.

~Tony Hsieh

Learn by doing. Theory is nice, but nothing replaces actual experience.

~Tony Hsieh

Be true to yourself. If you follow that principle, a lot of decisions are actually pretty easy.

~Tony Hsieh

Studies find top 3 most stressful moments in people's lives: death, divorce, and properly pronouncing "Worcestershire sauce."

~Tony Hsieh

Launching a business is kind of like a motorboat: You can go very quickly and turn fast.

~Tony Hsieh

Never accept or be too comfortable with the status quo, because the companies that get into trouble are historically the ones that aren't able to adapt to change and respond quickly enough.

~Tony Hsieh

Whatever you are thinking, think bigger.

~Tony Hsieh

To never forget that the most important thing in life is the quality of life we lead.

~Tony Hsieh

I think the most important thing is just if you hire people whose personal values match the corporate core values - and not just the stated ones.

~Tony Hsieh

I view my role more as trying to set up an environment where the personalities, creativity and individuality of all the different employees come out and can shine.

~Tony Hsieh

Instead of getting an iPad, I now use my iPhone with a giant magnifying glass attached to my face.

~Tony Hsieh

Without conscious and deliberate effort, inertia always wins

~Tony Hsieh

Don't be cocky. Don't be flashy. There's always someone better than you.

~Tony Hsieh

SEO expertise is a core need for today's online businesses.

~Tony Hsieh

Twitter is like hugging. Just because it's hard to measure the return on investment doesn't mean there isn't value there.

~Tony Hsieh

Businesses often forget about the culture, and ultimately, they suffer for it because you can't deliver good service from unhappy employees.

~Tony Hsieh

The ultimate definition of success is: you could lose everything that you have and truly be okay with it. Your happiness isn't based on external factors.

~Tony Hsieh

Ask yourself: would you be comfortable printing everything your employees, customers & partners have to say about your culture?

~Tony Hsieh

Our customers call and e-mail us to say that's how it feels when a Zappos box arrives. And that's how we view this company.

~Tony Hsieh

I believe that there's something interesting about anyone and everyone - you just have to figure out what that something is.

~Tony Hsieh

For individuals, character is destiny. For organizations, culture is destiny.

~Tony Hsieh

Money alone isn't enough to bring happiness... happiness is when you're actually truly ok with losing everything you have.

~Tony Hsieh

Get the culture right, and everything else just falls into place.

~Tony Hsieh

Success is getting to a point where you'd be truly OK with losing everything you have and starting over.

~Tony Hsieh

Every employee can affect your company's brand, not just the front-line employees that are paid to talk to your customers.

~Tony Hsieh

Have fun. The game is a lot more enjoyable when you're trying to do more than just make money.

~Tony Hsieh

The brand is just a lagging indicator of a company's culture.

~Tony Hsieh

Help inspire people to realize they are capable of changing the world.

~Tony Hsieh

Inspire other communities and cities to reinvent themselves.

~Tony Hsieh

It doesn't cost anything to say hi when you pass someone else in the hallway, whereas, most corporations if you pass you avoid eye contact.

~Tony Hsieh

Usually my 'a-ha' moments are when I'm not trying to think of how to solve a particular problem.

~Tony Hsieh

What's the best way to build a brand for the long term? In a word: culture.

~Tony Hsieh

If someone is self-aware, then they can always continue to grow. If they're not self-aware, I think it's harder for them to evolve or adapt beyond who they already are.

~Tony Hsieh

Help shape the stories that people are telling about you.

~Tony Hsieh

Things are never as bad or as good as they seem.

~Tony Hsieh

We decided that if we get the culture right, most of the stuff, like building a brand around delivering the very best customer service, will just take care of itself.

~Tony Hsieh

Your brand is your culture.

~Tony Hsieh

Zappos is a customer service company that just happens to sell shoes.

~Tony Hsieh

I made a list of the happiest periods of my life & I realized that none of them involve money.

~Tony Hsieh

Hopefully 10 years from now people won't even realize we started out selling shoes. They will just think about Zappos as a place to get the

best customer service.

~Tony Hsieh

Good businesses generate missions to drive their profits. Great businesses generate profits to drive their missions.

~Tony Hsieh

Problems are just mile markers. Each one we pass means we've gotten better.

~Tony Hsieh

Most innovation comes from outside your industry applied to your own

~Tony Hsieh

You've gotta love the game. To become really good, you need to live it and sleep it.

~Tony Hsieh

Just figure out what your personal values are then just make those the corporate values.

~Tony Hsieh

If there are too many competitors, even if you're the best it's a lot harder to win.

~Tony Hsieh

We asked ourselves what we wanted this company to stand for. We didn't want to just sell shoes. I wasn't even into shoes - but I was passionate about customer service.

~Tony Hsieh

The problem when someone feels burned out, bored, unchallenged, or stifled by their work is not the job itself but rather the environment and playground rules given to them to do the job at hand.

~Tony Hsieh

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