

## COMMON SENSE TALK



"You're headed in the right direction when you realize the customer viewpoint is more important than the company viewpoint. It's more productive to learn from your customers instead of about them."

*John Romero*

"Teamwork is a make or break situation. Either you help make it or the lack of it will break you."

*Kris A. Hiatt*

"We are what we repeatedly do. Excellence then is not an act but a habit."

*Aristotle*

"If you don't ask, you don't get."

*Mahatma Gandhi*

"A man can do all things if he but wills them."

*Leon Battista Alberti*

"Our lives begin to end the day we become silent about things that matter."

*Martin Luther King, Jr.*

"Don't forget that it (your product or service) is not differentiated until the customer understands the difference."

*Tom Peters*

"The worm lures the fish, not the fisherman and his tackle."

*Angler's maxim*

"There is no security on this earth; there is only opportunity."

*Douglas MacArthur*

"The important thing is not to stop questioning."

*Albert Einstein*