

## The Dale Carnegie Course in Leadership Mastery • Leadership Quotes

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*Begin with praise and honest appreciation.*

—Dale Carnegie

*To command is to serve.  
Nothing more and nothing less.*

—Andre Malraux  
French novelist

*A leader deals in hope.*

—Napoleon Bonaparte

*To be what we are, and to become what  
we are capable of being, is the only goal of life.*

—Robert Louis Stevenson  
Scottish writer

*To be humble to superiors is a duty. To equals,  
it is courtesy. To subordinates, it is nobility.*

—Benjamin Franklin

*It is much easier to be critical than correct.*

—Benjamin Disraeli  
English statesman

*An injury is much sooner forgotten  
than an insult.*

—Philip Stanhope  
English writer

*You can always spot well-informed people.*

*Their views are the same as yours.*

—Ilka Chase  
American actress

*Nothing is difficult if you divide it  
into small jobs.*

—Henry Ford

*In a hierarchy, every employee  
rises to his level of incompetence.*

—Laurence J. Peter

*A camel looks like a horse planned  
by a committee.*

—Anonymous

*Ask questions instead of giving direct orders.*

—Dale Carnegie

*Praise the slightest improvement,  
and praise every improvement.*

—Dale Carnegie

*Give the other person a fine reputation  
to live up to.*

—Dale Carnegie

*Everybody looks good on paper.*

—John Y. Brown  
American executive

*Be the change you want to see.*

—Mahatma Gandhi  
Indian statesman

*The greatest mistake is fearing to make one.*

—E.G. Hubbard  
American writer

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*When I can't decide whether to  
fight or not, I always fight.*

—Lord Nelson  
English admiral

*When you're losing play like you're winning.  
When you're winning play like you're losing.*

—Paul Bryant  
American football coach

*Offer peanuts and you get monkeys.*

—Anonymous

*The chicken doesn't want to know  
how to make soup.*

—Lou Belmont  
American businessman

*Use encouragement.*

—Dale Carnegie

*Make the fault easy to correct.*

—Dale Carnegie

*Make the other person happy  
about doing the thing you suggest.*

—Dale Carnegie

*You may not be able to make any situation  
better. But you can always make it worse.*

—Anonymous

*The more I want to get something  
done, the less I call it work.*

—Richard Bach  
American writer

*If there is no struggle, there is no progress.*

—Frederick Douglass  
American statesman

*Everything should be made  
as simple as possible, but not simpler.*

—Albert Einstein  
American scientist

*You can't build a reputation on what  
you're going to do.*

—Henry Ford  
American industrialist

*Talk about your own mistakes  
before criticizing another person.*

—Dale Carnegie

*Whatever you do will be insignificant,  
but it is very important that you do it.*

—Mahatma Ghandi  
Indian statesman

*For people to achieve all that is demanded  
of them, they must regard themselves as  
greater than they are.*

—Johann Goethe  
German philosopher

*He has the deed half done who has made a start.*

—Horace  
Roman poet

*I find that the harder I work,  
the more luck I seem to have.*

—Thomas Jefferson  
American statesman

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*Trouble is only opportunity in work clothes.*

—Henry Kaiser  
American industrialist

*Seventy-five percent of success in life  
is showing up.*

—Woody Allen  
American film maker

*Expressing genuine interest in others—there's  
no better way to make people interested in you.*

—Dale Carnegie

*Don't limit expressions of interest to the  
seemingly important people in your life.*

*The chances are they already  
get enough attention.*

—Dale Carnegie

*Active listening requires intense involvement  
in a conversation, even when your lips are still.*

—Dale Carnegie

*The final test of a leader is that he leaves  
behind him in others the conviction  
and the will to carry on.*

—Walter Lippman  
American journalist

*Gain strength from the positive  
and don't be sapped by the negative.*

—Dale Carnegie

*Never underestimate the power of enthusiasm.*

—Dale Carnegie

*You become what you think about.*

—Earl Nightingale  
American author

*Tame your worries and energize your life.*

—Dale Carnegie

*Consistently high performance  
comes from a balance of work and leisure.*

—Dale Carnegie

*There is one longing—almost as deep and impe-  
rious as the desire for food or sleep. It is the  
desire to be great. It is the desire to be important.*

—Dale Carnegie

*Communication is built on trusting relationships.*

—Dale Carnegie

*The best way to get someone excited about  
an idea is to be excited yourself. And to show it.*

—Dale Carnegie

*True enthusiasm is made up of two parts:  
eagerness and assurance.*

—Dale Carnegie

*Some defeats are more triumphant than victories.*

—Michel de Montaigne  
French philosopher

*If the blind lead the blind,  
both shall fall into the ditch.*

—Matthew 15:14

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*Keep your mind open to change  
all the time. Welcome it. Court it.*

—Dale Carnegie

*Leaders never lose their focus.  
They keep their eyes on the big picture.*

—Dale Carnegie

*I am always ready to learn,  
but I don't always like being taught.*

—Winston Churchill

*Let the other person save face.*

—Dale Carnegie

*Every hard-boiled egg is yellow inside.*

—Anonymous

*Common sense is instinct,  
and enough of it is genius.*

—Josh Billings  
American writer

*The habit of looking on the bright side of every  
event is worth a thousand pound a year.*

--Samuel Johnson  
English writer

*We are shaped and fashioned by what we love.*

—Johann Goethe  
German philosopher

*Lead, follow, or get out of the way.*

—Ted Turner  
American businessman

*Imagination rules the world.*

—Napoleon Bonaparte

*Most big challenges are best  
faced with a series of interim goals.*

—Dale Carnegie

*There is only one way under heaven to get  
the best of an argument—and that is to avoid it.*

—Dale Carnegie

*A ship in the harbor is safe,  
but that is not what ships are built for.*

—John Shedd  
American businessman

*Our necessities are few but  
our wants are endless.*

—Josh Billings  
American writer

*It is more than probable that the average  
man could, with no injury to his health,  
increase his efficiency fifty percent.*

—Sir Walter Scott  
English writer

*Don't expect to build up the weak  
by pulling down the strong.*

—Calvin Coolidge  
American President

*There is only one success—to spend  
your life in your own way.*

—Christopher Morley  
English writer

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*A friendship founded on business is better than a business founded on friendship.*

—John D. Rockefeller  
American businessman

*Habit, if not resisted, soon becomes necessity*

—St. Augustine

*Glory built on selfish principles is shame and guilt.*

—William Cowper  
English writer

*Genius begins great works; labor completes them.*

—Joseph Joubert  
French philosopher

*I always prefer to believe the best of everybody—it saves so much trouble.*

—Rudyard Kipling  
English writer

*Show me a thoroughly satisfied man and I will show you a failure.*

—Thomas Edison  
American inventor

*Worry is interest paid on trouble before it is due.*

—William Inge  
American writer

*Exceed your customers' expectations.*

—Sam Walton  
American businessman

*Above all, be constructive.*

—Dale Carnegie

*This above all, to thine own self be true.*

—William Shakespeare

*We triumph without glory when we succeed without danger.*

—Corneille  
French dramatist

*To avoid criticism: do nothing, say nothing, be nothing.*

—Elbert Hubbard  
American writer

*No bird soars too high if he soars with his own wings.*

—William Blake  
English poet

*You can't hold a man down except by staying down with him.*

—Booker T. Washington  
American scientist

*When two men in an organization always agree, one of them is unnecessary.*

—William Wrigley  
American businessman

*I feel that the greatest reward for doing is the opportunity to do more.*

—Jonas Salk  
American scientist

*What a man thinks of himself, that is his fate.*

—H.D. Thoreau  
American writer

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*False words infect the soul with evil.*

—Socrates  
Greek philosopher

*Make haste slowly.*

—Roman proverb

*What I gave, I have; what I kept, I lost.*

—Old epitaph

*Everything comes to him who hustles  
while he waits.*

—Thomas Edison  
American inventor

*Judge a man by his foes as well as by his friends.*

—Joseph Conrad  
English writer

*There is no revenge so complete as forgiveness.*

—Josh Billings  
American writer

*The worst bankrupt in the world  
is the man who has lost his enthusiasm.*

—H.W. Arnold  
American businessman

*The man who makes no mistakes  
does not usually make anything.*

—Edward Phelps  
American businessman

*It is much easier to be critical than to be correct.*

—Benjamin Disraeli  
English statesman

*Call attention to people's mistakes indirectly.*

—Dale Carnegie

*Happiness is not a destination.*

*It is a method of life.*

—Burton Hills  
American philosopher

*I am not young enough to know everything.*

—J.M. Barrie  
English writer

*The more we do, the more we can do.*

—William Hazlitt  
English writer

*We must interpret a bad temper  
as a sign of inferiority.*

—Alfred Adler  
American psychoanalyst

*An honest man is the noblest work of God.*

—Alexander Pope  
English poet

*We make out own fortunes and call them fate.*

—Benjamin Disraeli  
English statesman

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