



***THE LITTLE BOOK OF
INSPIRATION***

**100 PROVERBS FROM
INFLUENTIAL LEADERS**



PEOPLE HAVE OFTEN ASKED ME ABOUT QUOTES FROM MY SPEECHES AND WORKSHOPS. HERE ARE THE ONES I FIND MOST RELEVANT AND INSPIRING. I HOPE THEY'LL INSPIRE YOU TOO.

THOMAS BARTA



**INSPIRE
YOURSELF**



**INSPIRE
YOURSELF**

**ANYTHING THE MIND OF MAN CAN CONCEIVE AND BELIEVE, IT CAN
BE ACHIEVED (NAPOLEON HILL)**

* * *

**STRIVE NOT TO BE A SUCCESS, BUT RATHER TO BE OF VALUE
(ALBERT EINSTEIN)**

* * *

**DEFINITENESS OF PURPOSE IS THE STARTING POINT OF ALL
ACHIEVEMENT (W. CLEMENT STONE)**

* * *

**WE BECOME WHAT WE THINK ABOUT
(EARL NIGHTINGALE)**

* * *

**THE MIND IS EVERYTHING. WHAT YOU THINK YOU BECOME
(BUDDHA)**



**INSPIRE
YOURSELF**

**BUILD YOUR OWN DREAMS, OR SOMEONE ELSE WILL HIRE YOU TO
BUILD THEIRS (FARRAH GRAY)**

* * *

**THE UNEXAMINED LIFE IS NOT WORTH LIVING FOR A HUMAN BEING
(SOCRATES)**

* * *

**DREAM BIG AND DARE TO FAIL
(NORMAN VAUGHAN)**

* * *

**ANXIETY SHORTENS LIFE
(BUDDHA)**

* * *

**DREAMING, AFTER ALL, IS A FORM OF PLANNING
(GLORIA STEINEM)**



**INSPIRE
YOURSELF**

**A MAN IS BUT A PRODUCT OF HIS THOUGHTS. WHAT HE THINKS HE
BECOMES (MAHATMA GANDHI)**

* * *

**WHEN I LET GO OF WHAT I AM, I BECOME WHAT I MIGHT BE
(LAO TZU)**

* * *

**I HAVE LEARNED OVER THE YEARS THAT WHEN ONE'S MIND IS MADE
UP, THIS DIMINISHES FEAR; KNOWING WHAT MUST BE DONE DOES
AWAY WITH FEAR (ROSA PARKS)**

* * *

**WINNING ISN'T EVERYTHING. THE WILL TO WIN IS THE ONLY THING
(VINCE LOMBARDI)**

* * *

**BELIEVE YOU CAN AND YOU'RE HALFWAY THERE
(THEODORE ROOSEVELT)**



**INSPIRE
YOURSELF**

**I WOULD RATHER DIE OF PASSION THAN OF BOREDOM
(VINCENT VAN GOGH)**

* * *

**IT IS NEVER TOO LATE TO BE WHAT YOU MIGHT HAVE BEEN (GEORGE
ELIOT)**

* * *

**I AM NOT A PRODUCT OF MY CIRCUMSTANCES. I AM A PRODUCT OF
MY DECISIONS (STEPHEN COVEY)**

* * *

**CERTAIN THINGS CATCH YOUR EYE, BUT PURSUE ONLY THOSE THAT
CAPTURE THE HEART (INDIAN PROVERB)**

* * *

**IF YOU SPEND YOUR LIFE TRYING TO BE GOOD AT EVERYTHING, YOU
WILL NEVER BE GREAT AT ANYTHING (TOM RATH)**



**INSPIRE
YOURSELF**

**DO TRY TO BE GOOD, NOT TO BE GREAT. OTHERWISE YOU WILL BE
IN DANGER (BUDDHA)**

* * *

**IF YOU CAN DREAM IT, YOU CAN ACHIEVE IT
(ZIG ZIGLAR)**

* * *

**THE ONLY PERSON YOU ARE DESTINED TO BECOME IS THE PERSON
YOU DECIDE TO BE (RALPH WALDO EMERSON)**

* * *

**I CANNOT TRUST A MAN TO CONTROL OTHERS WHO CANNOT
CONTROL HIMSELF (ROBERT E. LEE)**

* * *

**YOUR VISION WILL BECOME CLEAR ONLY WHEN YOU LOOK INTO
YOUR HEART ... WHO LOOKS OUTSIDE, DREAMS. WHO LOOKS
INSIDE, AWAKENS (CARL GUSTAV JUNG)**



**INSPIRE
THE AGENDA**



**INSPIRE
THE AGENDA**

**WHAT HELPS PEOPLE, HELPS BUSINESS
(LEO BURNETT)**

* * *

**OUR LIVES BEGIN TO END THE DAY WE BECOME SILENT ABOUT
THINGS THAT MATTER (MARTIN LUTHER KING JR.)**

* * *

**A LEADER DOES NOT DESERVE THE NAME UNLESS HE IS WILLING
OCCASIONALLY TO STAND ALONE (HENRY A. KISSINGER)**

* * *

**YOU HAVE TO LEAD PEOPLE GENTLY TOWARD WHAT THEY ALREADY
KNOW IS RIGHT (PHIL CROSBY)**

* * *

**THE BEST WAY TO PREDICT YOUR FUTURE IS TO CREATE IT
(ABRAHAM LINCOLN)**



**INSPIRE
THE AGENDA**

**THE FIRST MAN GETS THE OYSTER, THE SECOND MAN GETS THE
SHELL (ANDREW CARNEGIE)**

* * *

**THE ART OF LEADERSHIP IS SAYING NO, NOT SAYING YES. IT IS
VERY EASY TO SAY YES (TONY BLAIR)**

* * *

**LEADERS MUST ENCOURAGE THEIR ORGANIZATIONS TO DANCE TO
FORMS OF MUSIC YET TO BE HEARD (WARREN BENNIS)**

* * *

**HAVE SOMETHING TO SAY, SAY IT, STOP TALKING
(GEORGE HORACE LORIMER)**

* * *

**PROBLEMS ARE ONLY OPPORTUNITIES IN WORK CLOTHES
(HENRY J. KAISER)**



**INSPIRE
THE AGENDA**

**INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER
(STEVE JOBS)**

* * *

**A LEADER IS A DEALER IN HOPE
(NAPOLEON BONAPARTE)**

* * *

**THERE ARE TWO WAYS OF SPREADING LIGHT: TO BE THE CANDLE OR
THE MIRROR THAT REFLECTS IT (EDITH WHARTON)**

* * *

**A GENUINE LEADER IS NOT A SEARCHER FOR CONSENSUS BUT A
MOLDER OF CONSENSUS (MARTIN LUTHER KING, JR.)**

* * *

**THE REAL LEADER HAS NO NEED TO LEAD - HE IS CONTENT TO
POINT THE WAY (HENRY MILLER)**



**INSPIRE
THE AGENDA**

**THE TASK OF THE LEADER IS TO GET HIS PEOPLE FROM WHERE THEY
ARE TO WHERE THEY HAVE NOT BEEN (HENRY A. KISSINGER)**

* * *

**THERE ARE NO TRAFFIC JAMS ALONG THE EXTRA MILE
(ROGER STAUBACH)**

* * *

**IF YOU ALWAYS DO WHAT YOU'VE ALWAYS DONE, YOU'LL ALWAYS
GET WHAT YOU'VE ALWAYS GOT (HENRY FORD)**

* * *

**MANAGEMENT IS DOING THINGS RIGHT; LEADERSHIP IS DOING THE
RIGHT THINGS (PETER DRUCKER)**

* * *

**THERE ARE MANY PATHS, BUT THE ONLY ONE THAT LEADS TO THE
TOP OF THE MOUNTAIN, IS THE ONE YOU MAKE YOURSELF (ANCIENT
CHINESE PROVERB)**



**INSPIRE
THE AGENDA**

**WHEN YOU CAN'T MAKE THEM SEE THE LIGHT, MAKE THEM FEEL THE
HEAT (RONALD REAGAN)**

* * *

**THE RIGHT MAN IS THE ONE WHO SEIZES THE MOMENT
(JOHANN WOLFGANG VON GOETHE)**

* * *

**'MY DEAR FELLOW, WHO WILL LET YOU?' 'THAT'S NOT THE POINT.
THE POINT IS, WHO WILL STOP ME?'
(DIALOGUE IN AYN RAND NOVEL)**

* * *

**THE FIRST RESPONSIBILITY OF A LEADER IS TO DEFINE REALITY
(MAX DE PREE)**

* * *

**EVERYTHING YOU'VE EVER WANTED IS ON THE OTHER SIDE
OF FEAR (GEORGE ADDAIR)**



**INSPIRE
ACTION**



**INSPIRE
ACTION**

I HAVE BEEN IMPRESSED WITH THE URGENCY OF DOING. KNOWING IS NOT ENOUGH; WE MUST APPLY. BEING WILLING IS NOT ENOUGH; WE MUST DO (LEONARDO DA VINCI)

* * *

THE BEST TIME TO PLANT A TREE WAS 20 YEARS AGO. THE SECOND BEST TIME IS NOW (CHINESE PROVERB)

* * *

THE MOST DIFFICULT THING IS THE DECISION TO ACT. THE REST IS MERELY TENACITY (AMELIA EARHART)

* * *

LEADERSHIP IS AN ACTION, NOT A POSITION (DONALD MCGANNON)

* * *

EVERY STRIKE BRINGS ME CLOSER TO THE NEXT HOME RUN (BABE RUTH)



**INSPIRE
ACTION**

**TOO MANY OF US ARE NOT LIVING OUR DREAMS BECAUSE WE ARE
LIVING OUR FEARS (LES BROWN)**

* * *

**NOT THE CRY, BUT THE FLIGHT OF A WILD DUCK, LEADS THE FLOCK
TO FLY AND FOLLOW (CHINESE PROVERB)**

* * *

**A PERSON WHO NEVER MADE A MISTAKE NEVER TRIED ANYTHING
NEW (ALBERT EINSTEIN)**

* * *

**ONE DOESN'T DISCOVER NEW LANDS WITHOUT CONSENTING TO
LOSE SIGHT, FOR A VERY LONG TIME, OF THE SHORE (ANDRÉ GIDE)**

* * *

**NOTHING IS IMPOSSIBLE; THE WORD ITSELF SAYS 'I'M
POSSIBLE'!(AUDREY HEPBURN)**



**INSPIRE
ACTION**

**IT DOES NOT MATTER HOW SLOWLY YOU GO AS LONG AS YOU DO NOT
STOP (CONFUCIUS)**

* * *

**ACTION MAY NOT ALWAYS BRING HAPPINESS BUT THERE IS NO
HAPPINESS WITHOUT ACTION (BENJAMIN DISRAELI)**

* * *

**TALK DOESN'T COOK RICE
(CHINESE PROVERB)**

* * *

**EITHER YOU RUN THE DAY, OR THE DAY RUNS YOU
(JIM ROHN)**

* * *

**DO WHAT YOU CAN, WITH WHAT YOU'VE GOT, WHERE YOU ARE
(THEODORE ROOSEVELT)**



**INSPIRE
ACTION**

**HAPPINESS IS NOT SOMETHING READYMADE. IT COMES FROM YOUR
OWN ACTIONS (DALAI LAMA)**

* * *

**FALL SEVEN TIMES AND STAND UP EIGHT
(JAPANESE PROVERB)**

* * *

**THE BEST REVENGE IS MASSIVE SUCCESS
(FRANK SINATRA)**

* * *

**THE SUPERIOR MAN IS MODEST IN HIS SPEECH, BUT EXCEEDS IN
HIS ACTIONS (CONFUCIUS)**

* * *

**... EITHER WRITE THINGS WORTH READING, OR DO THINGS WORTH
THE WRITING (BENJAMIN FRANKLIN)**



**INSPIRE
ACTION**

**HOW WONDERFUL IT IS THAT NOBODY NEED WAIT A SINGLE
MOMENT BEFORE STARTING TO IMPROVE THE WORLD
(ANNE FRANK)**

* * *

**YOU MAY BE DISAPPOINTED IF YOU FAIL, BUT YOU ARE DOOMED IF
YOU DON'T TRY (BEVERLY SILLS)**

* * *

**LIFE SHRINKS OR EXPANDS ACCORDING TO ONE'S COURAGE
(ANAÏS NIN)**

* * *

**WHEN EVERYTHING SEEMS TO BE GOING AGAINST YOU, REMEMBER
THAT THE AIRPLANE TAKES OFF AGAINST THE WIND, NOT WITH IT
(HENRY FORD)**

* * *

**THE SHORTEST ANSWER IS DOING THE THING
(ERNEST HEMINGWAY)**



**INSPIRE
YOUR TEAM**



**INSPIRE
YOUR TEAM**

**THE MEDIOCRE TEACHER TELLS. THE GOOD TEACHER EXPLAINS. THE
SUPERIOR TEACHER DEMONSTRATES. THE GREAT TEACHER INSPIRES
(WILLIAM ARTHUR WARD)**

* * *

**PEOPLE WILL FORGET WHAT YOU SAID. PEOPLE WILL FORGET WHAT
YOU DID. BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM
FEEL (MAYA ANGELOU)**

* * *

**GOOD TEACHERS KNOW HOW TO BRING OUT THE BEST IN STUDENTS
(CHARLES KURALT)**

* * *

**THE SHARP EMPLOY THE SHARP
(DOUGLAS WILLIAM JERROLD)**

* * *

**LEADERSHIP IS UNLOCKING PEOPLE'S POTENTIAL TO BECOME
BETTER (BILL BRADLEY)**



**INSPIRE
YOUR TEAM**

**A SINGLE ARROW IS EASILY BROKEN, BUT NOT TEN IN A BUNDLE
(JAPANESE PROVERB)**

* * *

**FEW THINGS CAN HELP AN INDIVIDUAL MORE THAN TO PLACE
RESPONSIBILITY ON HIM, AND TO LET HIM KNOW THAT YOU TRUST
HIM (BOOKER T. WASHINGTON)**

* * *

**VICTORY IS MUCH MORE MEANINGFUL WHEN IT COMES NOT JUST
FROM ONE PERSON, BUT FROM THE JOINT ACHIEVEMENTS OF MANY
(HOWARD SCHULTZ)**

* * *

**KEEP YOUR FEARS TO YOURSELF, BUT SHARE YOUR COURAGE WITH
OTHERS (ROBERT LOUIS STEVENSON)**

* * *

**COMING TOGETHER IS A BEGINNING. KEEPING TOGETHER IS
PROGRESS. WORKING TOGETHER IS SUCCESS (HENRY FORD)**



**INSPIRE
YOUR TEAM**

**EDUCATION COSTS MONEY, BUT THEN SO DOES IGNORANCE
(CLAUS ADOLF MOSER)**

* * *

NONE OF US IS AS SMART AS ALL OF US (KEN BLANCHARD)

* * *

**PEOPLE OFTEN SAY THAT MOTIVATION DOESN'T LAST. WELL,
NEITHER DOES BATHING, THAT'S WHY WE RECOMMEND IT DAILY (ZIG
ZIGLAR)**

* * *

LOVE IS A BETTER TEACHER THAN DUTY (ALBERT EINSTEIN)

* * *

**WHEN SPIDER WEBS UNITE, THEY CAN TIE UP A LION
(ETHIOPIAN PROVERB)**



**INSPIRE
YOUR TEAM**

**WHEN THE BEST LEADER'S WORK IS DONE THE PEOPLE SAY, 'WE DID
IT OURSELVES' (LAO TZU)**

*** * ***

**TALENT WINS GAMES, BUT TEAMWORK AND INTELLIGENCE WINS
CHAMPIONSHIPS (MICHAEL JORDAN)**

*** * ***

**GET THE BEST PEOPLE AND TRAIN THEM WELL
(SCOTT MCNEALY)**

*** * ***

**IF YOU WANT TO LIFT YOURSELF UP, LIFT UP SOMEONE ELSE
(BOOKER T. WASHINGTON)**

*** * ***

**A TRUE TEACHER DEFENDS HIS STUDENTS AGAINST HIS OWN
PERSONAL INFLUENCES (AMOS BRONSON ALCOTT)**



**INSPIRE
YOUR TEAM**

**THE FUNCTION OF LEADERSHIP IS TO PRODUCE MORE LEADERS, NOT
MORE FOLLOWERS (RALPH NADER)**

* * *

**THE GROWTH AND DEVELOPMENT OF PEOPLE IS THE HIGHEST
CALLING OF LEADERSHIP (HARVEY S. FIRESTONE)**

* * *

**YOU DO NOT LEAD BY HITTING PEOPLE OVER THE HEAD. THAT'S
ASSAULT, NOT LEADERSHIP (DWIGHT D. EISENHOWER)**

* * *

**DON'T TELL PEOPLE HOW TO DO THINGS, TELL THEM WHAT TO DO
AND LET THEM SURPRISE YOU WITH THEIR RESULTS
(GEORGE PATTON)**

* * *

TO LEAD PEOPLE, WALK BEHIND THEM (LAO TZU)

THE 12 POWERS OF A MARKETING LEADER

THE LEADERSHIP BOOK FOR MARKETERS
BY THOMAS BARTA & PATRICK BARWISE

“EVERYTHING YOU NEED TO KNOW TO BE A SUPERIOR MARKETING LEADER!”

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“THE ESSENTIAL LEADERSHIP PLAYBOOK FOR THE CMO OF THE FUTURE.”

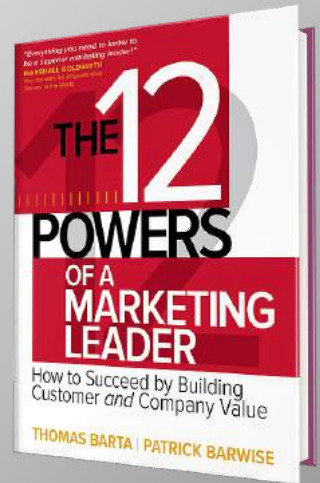
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PROCTER & GAMBLE

“A MASTERFUL DISSECTION OF WHAT IT REALLY TAKES TO LEAD MARKETING.”

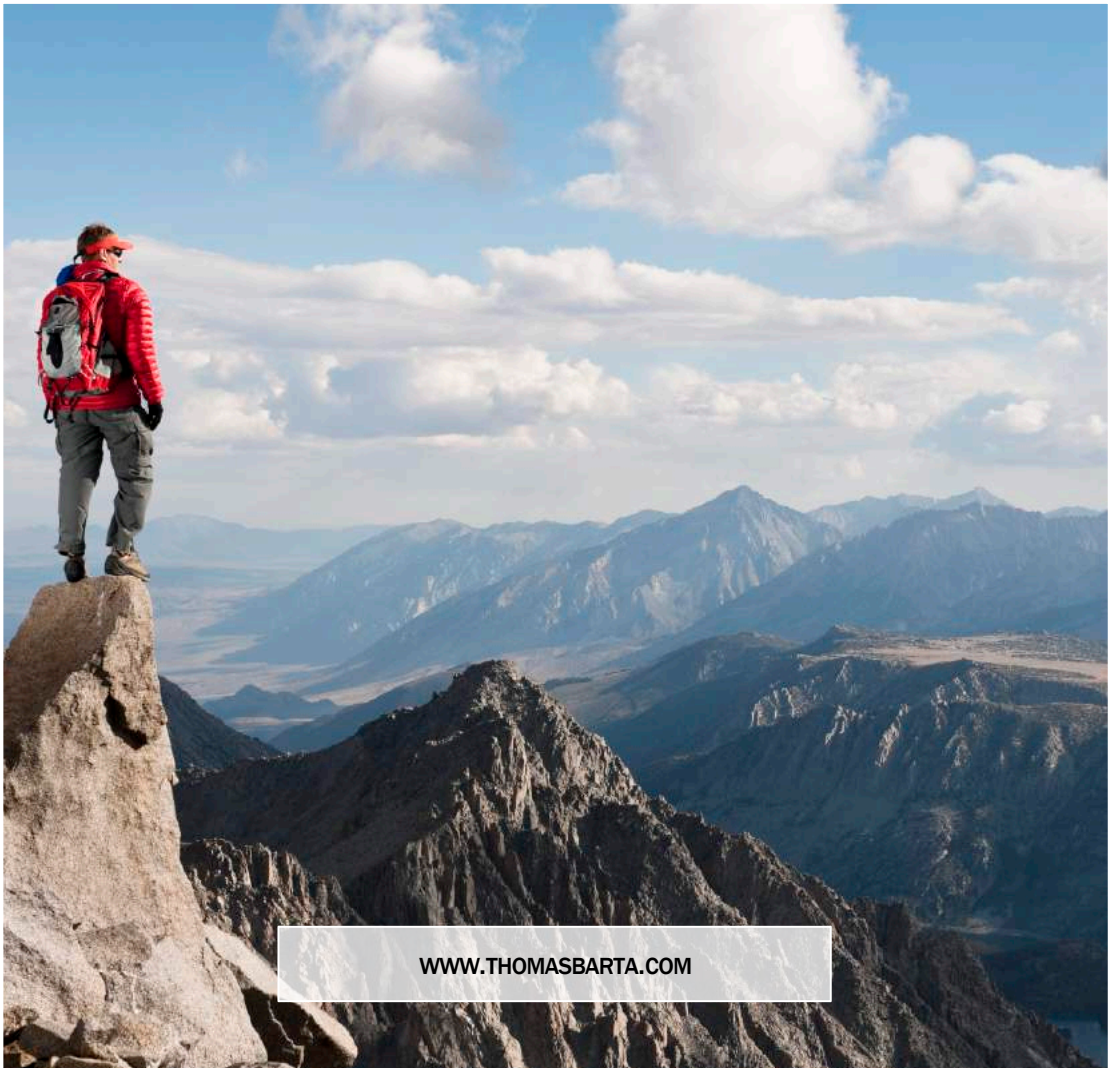
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“A PERSUASIVE PERSPECTIVE ON THE OPPORTUNITIES OPEN TO MARKETERS TO LEAD FOR CHANGE.”

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