

**“To understand the man, you must first
walk a mile in his moccasin”**

NORTH AMERICAN INDIAN PROVERB

“Everything starts with the customer.”

LOUIS XIV

“Every day were saying, ‘How can we keep this customer happy? How can we get ahead in innovation by doing this?’... because if we don’t, somebody else will.”

BILL GATES

“A shoe without sex appeal is like a tree without leaves. Service without emotion is shoe without sex appeal.”

ANON

“Feelings have a critical role in the way customers are influenced.”

DAVID FREEMANTLE, AUTHOR

“There is a spiritual aspect to our lives - when we give we receive - when a business does something good for somebody, that somebody feels good about them!”

BEN COHEN, BEN & JERRY'S

**“Your most unhappy customers are your
greatest source of learning.”**

BILL GATES

“The great gift of human beings is that we have the power of empathy.”

ANON

“Be everywhere, do everything, and never fail to astonish the customer.”

ANON

**“A cat has absolute emotional honesty:
human beings, for one reason or another,
may hide their feelings, but a cat does not.”**

ERNEST HEMINGWAY

“I am always doing that which I can not do, in order that I may learn how to do it.”

PABLO PICASSO

**“A little experience often
upsets a lot of theory.”**

S. PARKES CADMAN

“Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.”

LEO F. BUSCAGLIA

“If the shoe fits your are not allowing for growth.”

ROBERT N. COONS

**“You are a product of your environment.
So choose the environment that will best
develop you toward your objective.
Analyze your life in terms of its
environment. Are the things around you
helping you toward success - or are they
holding you back?”**

CLEMENT STONE

“What we need to do is learn to work in the system, by which I mean that everybody, every team, every platform, every division, every component is there not for individual competitive profit or recognition, but for contribution to the system as a whole on a win-win basis”

ROBERT N. COONS

“Focus on the journey, not the destination. Joy is found not in finishing an activity but in doing it.”

GREG ANDERSON, AUTHOR

“It is common sense to make a method and try it. If it fails, admit it frankly and try another. But above all, try something.”

FRANKLIN DELANO ROOSEVELT

“If you don’t realise there is always someone who knows how to do something better than you, then you don’t give proper respect for others’ talents.”

HORTENSE CANADY

“...the reason most of us haven’t been able to run after our dreams is that we were wearing the wrong size shoes. All we have to do is discover what fits us, and chances are we’ll do just fine”

BARBARA SHER, AUTHOR

“An empowered organisation is one in which individuals have the knowledge, skill, desire, and opportunity to personally succeed in a way that leads to collective organisational success.”

STEPHEN R. COVEY

PRINCIPLE-CENTRED LEADERSHIP

“Jingshen is the Mandarin word for spirit and vivacity . It is an important word for those who would lead, because above all things, spirit and vivacity set effective organisations apart from those that will decline and die.”

JAMES L. HAYES

MEMOS FOR MANAGEMENT: LEADERSHIP, 1983

“Being on par in terms of price and quality only get you in the game. Service wins the game.”

TONY ALESSANDRA

“Well done is better than well said.”

BENJAMIN FRANKLIN

**“One of the deep secrets of life is that
all that is really worth doing is
what we do for others”**

LEWIS CAROL

**“Here is a powerful yet simple rule.
Always give people more than they
expect to get.”**

NELSON BOSWELL

“People expect good service but few are willing to give it.”

ROBERT GATELY

**“There are no traffic jams
along the extra mile.”**

ROGER STAUBACH

“The goal as a company is to have customer service that is not just the best, but legendary.”

SAM WALTON

“In the end the customer doesn’t know or care, if you are a small or big organisation... she or he only focuses on the garment hanging in your store.”

GIORGIO ARMANI

“We can believe that we know where the world should go. But unless we’re in touch with our customers, our model of the world can diverge from reality. There’s no substitute for innovation, of course, but innovation is no substitute for being in touch, either.”

STEVE BALMER

**“If you build a great experience,
customers will tell each other about that.
Word of mouth is very powerful.”**

JEFF BEZOS

“Give the public everything you can give them, keep the place as clean as you can keep it, keep it friendly.”

WALT DISNEY