



What Makes a Great Founder?

- Quotes



We enable
great
founders

DRIVE & PERSEVERANCE

Enthusiasm is common.
ENDURANCE is **RARE**.

Angela Duckworth, Author of Grit

The number-one determinant of entrepreneurial success is **PERSISTENCE**. If you are not prepared to go to **SUPERHUMAN** levels that are beyond rationality to realize your dream, then your chance of finding success is virtually **ZERO**.

Chris Barton, Shazam

I'm convinced that about half of what separates the **SUCCESSFUL ENTREPRENEURS** from the non-successful ones is pure **PERSEVERANCE.**

Steve Jobs

I never dreamed about success.
I **WORKED** for it.

Estee Lauder, Estee Lauder Cosmetics

It takes time, It's a grind.

There are no shortcuts.

You've got to **GRIND** and **GRIND**.

Mark Cuban

Nobody talks about entrepreneurship as a **SURVIVAL**, but that's exactly what it is and what nurtures creative thinking.

Running that first shop taught me business is not financial science; it's about trading: **BUYING AND SELLING.**

Anita Roddick, founder of The Body Shop

The difference between failure and
success is **PERSEVERANCE.**

Arianna Huffington

I never took a day off in my twenties.
NOT ONE.

Bill Gates

The difference in winning
& losing is, most often,
NOT QUITTING.

Walt Disney

Almost everything important is at first opposed by stakeholders in the status quo. Be **RELENTLESS**, **PERSISTENT** and **TENACIOUS**.

Steve Blank, E.piphany

ADAPTABILITY

Even if you **DON'T** have the perfect idea to begin with, you can likely adapt.

Victoria Ransom, Wildfire

You need to be able to quickly let go of your **LEGACY THINKING** and to drop the anchors that are holding you tied to your past assumptions about your business.

David Sacks, Craft Ventures

It is not the strongest of the species that survives, nor the most intelligent that survives.

It is the one that is

**MOST ADAPTABLE TO
CHANGE.**

Charles Darwin

There is at least one point in the history of any company when you have to **CHANGE DRAMATICALLY** to rise to the next level of performance. Miss that moment and you start to decline.

Andy Grove, Intel

I think it is very important for you to do two things: act on your temporary conviction as if it was a real conviction; and when you realize that you are wrong, **CORRECT COURSE VERY QUICKLY.**

Andy Grove, Intel

VISIONARY

Do you want to sell sugar water for
the rest of your life, or do you want to
CHANGE THE WORLD?

Steve Jobs, Apple

I skate to where the puck
IS GOING TO BE,
not where it has been.

Wayne Gretzky

HUNGRY FOR IMPROVEMENT

Stay hungry, STAY FOOLISH.

Steve Jobs, Apple

FALL in LOVE with the PROBLEM
not with the solution.

Uri Levine, Co-founder of Waze

Always challenge the **OLD**
ways.

Howard Schultz, Starbucks

Start with the assumption that the
BEST WAY to do something is not
the way it's being done right now.

Aaron Levie, Box

OPTIMISM

Perpetual optimism is a
FORCE MULTIPLIER.

Colin Powell, 4-Star General & US Politician

If you are depressed, you can't motivate your staff to extraordinary measures. So you have to
KEEP YOUR OWN SPIRITS UP
even though you well understand
that you don't know what you're
doing.

Andy Grove, Intel

A **PESSIMIST** sees the difficulty
in every opportunity; an
OPTIMIST sees the opportunity
in every difficulty.

Winston Churchill

FOCUS

Focusing on one thing and doing
it **REALLY, REALLY** well can
get you very far.

Kevin Systrom, Instagram

Find your **ONE THING** and do that one thing better than anyone else.

Jason Goldberg, Fab.com

You have to make every single detail **PERFECT**. And you have to limit the number of details.

Jack Dorsey,
Twitter

PRODUCTIVE USE OF TIME

There are so many people
working so hard and
ACHIEVING SO LITTLE.

Andy Grove, Intel

It has been my observation that
most people **GET AHEAD** during
the time that others **WASTE**.

Henry Ford

ACTION ORIENTATION

Some people **WANT IT** to happen,
some **WISH IT** would happen,
others **MAKE IT** happen.

Michael Jordan

Don't forget that if slowness is a
bug, then **SPEED IS
ABSOLUTELY A FEATURE.**

Eric Feng, Flipboard

AVOIDING PERFECTIONISM

DONE is better than perfect.

Sheryl Sandberg, Facebook

Perfectionism is often an
EXCUSE for procrastination.

Paul Graham, Y Combinator

'Perfect' is the enemy of
GOOD ENOUGH.

Meg Whitman, eBay and Hewlett Packard

The fastest way to break the cycle of perfectionism and **BECOME FEARLESS** is to give up the idea of doing it perfectly – indeed to **EMBRACE UNCERTAINTY** and **IMPERFECTION.**

Arianna Huffington

EMBRACE FAILURE

When we give ourselves
PERMISSION TO FAIL,
we, at the same time, give ourselves
PERMISSION TO EXCEL.

Eloise Ristad, Author

We need to accept that we won't always make the **RIGHT DECISIONS**, that we'll screw up royally sometimes -understanding that **FAILURE** is **NOT** the **OPPOSITE OF SUCCESS**, but a stepping stone to success.

Arianna Huffington

I have **NOT FAILED**. I've just found
10,000 ways that won't work.

Thomas Edison

**COMFORTABLE WITH
NOT BEING IN CONTROL**

I learned to always take on things I'd never done before. Growth and comfort **DO NOT COEXIST.**

Virginia Rometty, IBM

If you push through that feeling of
being scared, that feeling of
TAKING RISK,
really amazing things can happen.

Marissa Meyer, Google & Yahoo

You jump off a cliff and you
ASSEMBLE an airplane
on the way **DOWN.**

Reid Hoffman, LinkedIn

We don't always know what's
going to happen and that's **OK**.

Bix Stone, Twitter

If everything seems under control you're just **NOT GOING FAST ENOUGH.**

Mario Andretti, racing driver

IN TOUCH WITH REALITY

People in the trenches are usually
IN TOUCH
with impending changes early.

Andy Grove, Intel

Altogether too often, people
substitute opinions for **FACTS**
and emotions for **ANALYSIS**.

Andy Grove, Intel

You need to look for evidence
that what you are doing isn't
working. You need to avoid
falling into the **TRAP** of
CONFIRMATION BIAS.

David Sacks, Craft Ventures

The definition of **INSANITY** is
doing the same thing over and
over again, but expecting
different results.

Albert Einstein

PARANOIA

In business by the time you realize
you're in trouble, it's too late to save
yourself. Unless you're running
SCARED all the time, you're **GONE**.

Bill Gates, Microsoft

Success breeds complacency.

Complacency breeds failure.

ONLY THE PARANOID SURVIVE.

Andy Grove, Intel

FAKE IT UNTIL YOU MAKE IT

If you can't make it good,
at least **MAKE IT LOOK GOOD.**

Bill Gates, Microsoft

PREPARE HARD

Do your homework and know
your business better than
anyone. Otherwise, someone
who knows more and works
harder will **KICK YOUR ASS.**

Eric Feng, Flipboard

Chance favors the
PREPARED MIND.

Louis Pasteur