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2010 Turnaround for Life and Business— Quotes for Business

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"Time management is an illusion--managing time is about determining and doing what's most important right now. It's not where you spend your time, it's how. Manage your priorities and your time is well invested." Spike Humer

Don't look to manage your time, strive to manage your priorities. This is the difference between being efficient versus becoming effective. Spike Humer

"To be an effective leader, you have to be able to "see" beyond the current horizon." Spike Humer

"Your needs and obligations are what push you away from where you are but it's your mission, vision, and desires that pull toward where you want to be." Spike Humer

"Unless and until you consider and evaluate the full range of options, the complete spectrum of possibilities before you, making the "right" decisions, taking the correct actions is impossible." Spike Humer

"People often mistake plausibility for truth. Something that is simply plausible requires some evidence and a bit of justification of its value. Truth simply is true." Spike Humer

"To be competitive and viable your goal in business and in your marketplace should be to be compellingly and convincingly different, unique, or superior in some fashion." Spike Humer

"Execution is a thousand times more valuable than an idea." Spike Humer

"There are really only three ways to compete in business—on price, product, or service. Decide what you do best and then do it to the best of your ability." Spike Humer

"Change isn't a one-time occurrence. Change happens all the time; it's simply a question of whether the change is planned, recognized, and managed or if it is an unintended fluctuation in your business or business environment." Spike Humer

"A great vision is both compelling and propelling, meaning that it both pulls and pushes people toward something greater than themselves." Spike Humer





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“Effective leaders not only inspire but they also empower other people, an organization, or a company to perform at higher levels than they could on their own. In any enterprise, great results come from great leadership.” Spike Humer

“It’s easy to criticize; but for the criticism to have credibility you should at least offer a plausible, practical suggestion for improvement.” Spike Humer

“In creating an agile, flexible, and responsive business you must drive the decision-making structure down to the lowest level of competence, control, and accountability.” Spike Humer

“To compete in today’s global economy, a company needs clarity of direction, decisiveness in action, discipline in follow-through, flexibility in adjusting current activities, and agility in implementing new approaches.” Spike Humer

“A bad economy unveils the truth in every business; it’s only a question if the owner will face reality and make the necessary changes.” Spike Humer

“Most businesses spend more time, money, and effort propping up their weaknesses than leveraging their strengths.” Spike Humer

“Having a well-defined mission and a clear vision are vital to avoiding and overcoming the “drift effect”. Spike Humer

“When things are uncertain or rapidly changing, build your foundation from the things you know for certain; even if the purpose is to move from something you know to be „certainly” wrong.” Spike Humer

“Ideas for optimization most often come from inside your company, industry, or market. Ideas for innovation generally are inspired outside of your familiar patterns of thinking, doing, or being.” Spike Humer

“Someone asked me to make a distinction between „aggressiveness” and assertiveness”. Aggressiveness is when you try to force your opinion on others and assertiveness is when you state your opinion as an opinion and leave room for discussion and dispute.” Spike Humer

Even in the darkest situations, the focus of the business owner and the organization must be on opportunity rather than problems. Knowing the cause of a problem without defining the opportunity for a solution is worthless. Spike Humer

The “value” of your product or service is defined and determined by your customers and clients. You can help them decide on that “value” by clearly educating them to the benefits





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and solutions you and your product or service provide. Spike Humer

In order to have any chance of survival today, tomorrow, and beyond a business has to be “capable” of change. In order to succeed, that same business has to be “willing” to change. Spike Humer

“Leadership in a nutshell—clarity, congruency, consistency, and conveying a sense of certainty and inspiring commitment.” Spike Humer

“If you only offer information, people will use you until they no longer need you. If you possess knowledge people will ask your company when they can rely on you. If you have wisdom, people will seek your counsel forever” Spike Humer

“Anticipation, preparation, and consideration create confidence, competence, and credibility in business, in relationships, and in life.” Spike Humer

“The key to leverage isn’t just about the length of the lever and the fulcrum; it’s also about knowing where you stand.” Spike Humer

“The key to getting unstuck rests in the ability to see and seize other opportunities.” Spike Humer

