**PURPOSE QUOTES**

*“..business needs a lifting purpose greater than the struggle for materialism.”*

- Herbert Hoover

*"Purpose and laughter are the twins that must not separate. Each is empty without the other."*

-- Robert K. Greenleaf, Founder of the modern Servant leadership movement

*"The purpose of our lives is to give birth to the best which is within us."*

-- Marianne Williamson, Author, and Spiritual Activist

*"Great minds have purpose, others have wishes."*

-- Washington Irving, American Author

*"Commitment means that it is possible for a man to yield the nerve center of his consent to a purpose or cause, a movement or an ideal, which may be more important to him than whether he lives or dies."*

– Howard Thurman

*"There is one quality that one must possess to win, and that is definiteness of purpose, the knowledge of what one wants, and a burning desire to possess it."*

- Napoleon Hill

*“People love to win. If you’re not totally clear about the purpose of what you’re doing, you have no chance of winning.”*

- David Allen, Getting Things Done.

*"The System produces the results; your people manage the system.*

*And there is a Hierarchy of Systems in your business. This Hierarchy*

*is composed of four distinct components:*

*The first is, How We Do It Here.*

*The Second is, How We Recruit, Hire, and Train People to Do It Here. The Third is, How We Manage It Here.*

*The Fourth is, How We Change It Here.*

*The 'It" I'm referring to is the stated purpose of your business."*

-Michael Gerber, E-Myth Revisited

*“What most people need is a place of community that has purpose, order and meaning. A place where discipline and will become prized for what they are; the backbone of enterprise and action, of being what you are intentionally instead of accidentally.*

*Your business can become a place where words such as integrity,*

*intention, commitment, vision, and excellence can be used as action steps in the process of producing a worthwhile result.*

*How do you give your customers a sense that your business is a special*

*place, created by special people, doing what they do in the best possible way?”*

-Michael Gerber, E-Myth Revisited

*A life without purpose is a languid, drifting thing; Every day we ought*

*to review our purpose, saying to ourselves: This day let me make a*

*sound beginning, for what we have hitherto done is naught!*

-- Thomas A. Kempis

*People over 65 were asked, 'If you could live your life over, what*

*would you do differently?' They said three things: 'I'd take time to*

*stop and ask the big questions. I'd be more courageous and take more*

*risks in work and love. I'd try to live with purpose--to make a*

*difference.'*

- Richard Leider, founding partner of the Inventure Group

"The empirical evidence for who you are and your life's purpose is in how you act."

-John Allison

*“There is only one valid description of business purpose: to create a customer.”*

*-Peter Drucker*

*“Woe to him who saw no more sense in his life, no aim, no purpose,*

*and therefore no point in carrying on. He was soon lost. What was*

*needed was a fundamental change in our attitude toward life. We*

*had to learn ourselves and, furthermore, we had to teach the*

*despairing men, that it did not really matter what we expected from*

*life, but rather what life expected from us. We needed to stop asking*

*about the meaning of life, and instead to think of ourselves as those*

*who were being questioned by life—hourly and daily. Our answer*

*must consist not in talk and mediation, but in right action and in right*

*conduct. Life ultimately means taking the responsibility to find the*

*right answers to its problems and to fulfill the tasks which it constantly*

*sets for each individual.*

*-Viktor Frankl in Man’s Search for Meaning*