



Activate
BREAKTHROUGH

**JOHN C.
MAXWELL
LEADERSHIP
QUOTES**

Leadership Bible

1. "Everything rises and falls on leadership."
2. "The heart of leadership is serving others first."
3. "A leader is one who knows the way, goes the way, and shows the way."
4. "The true measure of leadership is influence—nothing more, nothing less."
5. "You cannot overestimate the unimportance of practically everything."
6. "People buy into the leader before they buy into the vision."
7. "Trust is the foundation of leadership."
8. "Small disciplines repeated with consistency every day lead to great achievements."
9. "Good leaders ask great questions."
10. "The greatest day in your life is when you take total responsibility for your attitudes."
11. "People don't care how much you know until they know how much you care."
12. "You build trust with others each time you choose integrity over image."
13. "The first step to leadership is servanthood."
14. "Character makes trust possible, and trust makes leadership possible."
15. "The secret to success is determined by your daily agenda."
16. "The greatest mistake we make is living in constant fear that we will make one."
17. "Leaders must be close enough to relate to others but far enough ahead to motivate them."
18. "A good leader is a person who takes a little more than his share of the blame and a little less than his share of the credit."
19. "The measure of a leader is not the number of people who serve him, but the number of people he serves."
20. "Leadership develops daily, not in a day."
21. "The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails."
22. "Growth is the great separator between those who succeed and those who do not."
23. "Successful leaders have the courage to take action while others hesitate."
24. "True leadership cannot be awarded, appointed, or assigned. It comes only from influence."
25. "Leaders find a way for the team to win."
26. "Leadership is seeing the possibilities in a situation while others are seeing the limitations."
27. "People do what people see."
28. "Leaders who attract followers need to be needed. Leaders who develop leaders want to be succeeded."
29. "Humility is not thinking less of yourself; it's thinking of yourself less."
30. "A leader's lasting value is measured by succession."
31. "You can't lead anyone else farther than you have gone yourself."
32. "Momentum is a leader's best friend."
33. "The ability to connect with others is a major determining factor in reaching your full potential."

34. "Leadership is not about titles, positions, or flowcharts. It is about one life influencing another."
35. "Success each day should be judged by the seeds sown, not the harvest reaped."
36. "A leader must give up to go up."
37. "Leaders make things happen. They are proactive, not reactive."
38. "People may hear your words, but they feel your attitude."
39. "Your attitude, not your aptitude, will determine your altitude."
40. "Everything worthwhile is uphill."
41. "If we're growing, we're always going to be out of our comfort zone."
42. "You build trust by being trustworthy."
43. "Leaders know the way, show the way, and go the way."
44. "Leaders must be close enough to relate to others, but far enough ahead to inspire them."
45. "You can have everything in life you want if you will just help enough other people get what they want."
46. "Leaders add value by serving others."
47. "Leaders create an environment where the people who follow them can flourish."
48. "The real leader holds the position of authority by the consent of the followers."
49. "The price of greatness is responsibility."
50. "Leaders don't rise to the level of their potential, but fall to the level of their preparation."
51. "Great leaders don't use people so they can win. They lead people so they can all win together."
52. "Relational skills are the most important abilities in leadership."
53. "The more seriously you take your growth, the more seriously your people will take you."
54. "Leaders see the future, prepare for the future, and shape the future."
55. "The true measure of a leader is not the number of followers they have, but the number of leaders they create."
56. "Leaders are readers."
57. "Your ability to understand and help others will increase as you understand yourself."
58. "Leadership is not about being in charge. It's about taking care of those in your charge."
59. "We rise by lifting others."
60. "Successful leaders develop strategies and put them into action."
61. "You can only be successful if you are growing."
62. "A leader is one who sees more than others see, who sees farther than others see, and who sees before others do."
63. "Leaders don't look for someone to blame; they look for solutions."
64. "Leaders must be intentional about helping people discover and develop their strengths."
65. "The only guarantee for failure is to stop trying."
66. "A good leader asks great questions."
67. "Vision is everything for a leader. It paints the target, sparks and fuels the fire within, and draws them forward."
68. "People don't care about how much you know until they know how much you care."

69. "Leaders are not born; they are made."
70. "Leaders don't create followers; they create more leaders."
71. "Great leaders inspire others to think more, learn more, do more, and become more."
72. "You cannot change your life until you change something you do daily."
73. "A leader who produces other leaders multiplies their influence."
74. "The strength of any organization is a direct result of the strength of its leaders."
75. "Good leaders understand that power is meant to be shared, not hoarded."
76. "The measure of your leadership is the caliber of people who choose to follow you."
77. "You must see value in yourself to add value to yourself."
78. "The higher you go, the more responsibility you must take on."
79. "The right attitude will set the right atmosphere, which enables the right responses."
80. "People do not care how much you know until they know how much you care."
81. "A good leader leads the people from above them. A great leader leads the people from within them."
82. "Leadership is more caught than taught."
83. "Leaders are like eagles; they don't flock. You find them one at a time."
84. "Trust is the glue that holds leaders and followers together."
85. "The speed of the leader determines the speed of the pack."
86. "The bigger the vision, the bigger the price."
87. "If you can't communicate your vision, it's not going to happen."
88. "A leader who is worth their salt will always be training up other leaders."
89. "Your leadership ability determines your level of effectiveness."
90. "Leaders make decisions that create a pathway for people to follow."
91. "Preparation is the key to leadership success."
92. "Leadership is taking people to a place they wouldn't go to on their own."
93. "Success comes not from what you do occasionally, but what you do consistently."
94. "The growth and development of people is the highest calling of leadership."
95. "A great leader's courage to fulfill their vision comes from passion, not position."
96. "Leaders see what's happening, understand why it's happening, and know what needs to happen next."
97. "Action without vision is only passing time. Vision without action is merely daydreaming."
98. "Effective leaders know how to adapt their style to the needs of their team."
99. "The essence of leadership is a strong sense of purpose."
100. "Good leaders lead for the benefit of the people, not for their own gain."

21 Irrefutable Laws of Leadership

1. The Law of the Lid

- "Leadership ability is the lid that determines a person's level of effectiveness. The lower an individual's ability to lead, the lower the lid on his potential."

2. The Law of Influence

- "The true measure of leadership is influence—nothing more, nothing less."

3. The Law of Process

- "Leadership develops daily, not in a day. It is the capacity to develop and improve skills that distinguishes leaders from their followers."

4. The Law of Navigation

- "Anyone can steer the ship, but it takes a leader to chart the course."

5. The Law of Addition

- "Leaders add value by serving others. It's not enough to just lead; you have to help others grow."

6. The Law of Solid Ground

- "Trust is the foundation of leadership. Without it, leaders lose their influence and effectiveness."

7. The Law of Respect

- "People naturally follow leaders who are stronger than themselves."

8. The Law of Intuition

- "Leaders evaluate everything with a leadership bias. They instinctively understand leadership dynamics."

9. The Law of Magnetism

- "Who you are is who you attract. If you want to attract better people, become the kind of person you desire to attract."

10. The Law of Connection

- "Leaders touch a heart before they ask for a hand. You have to connect emotionally with people before you can inspire them."

11. The Law of the Inner Circle

- "A leader's potential is determined by those closest to them. The stronger your inner circle, the greater your potential."

12. The Law of Empowerment

- "Only secure leaders give power to others. The best leaders are committed to empowering those around them."

13. The Law of the Picture

- "People do what people see. To be a good leader, set a good example for others to follow."
- 14. The Law of Buy-In**
- "People buy into the leader before they buy into the vision. They will first evaluate the person before they believe in the cause."
- 15. The Law of Victory**
- "Leaders find a way for the team to win. They refuse to accept failure and find ways to succeed."
- 16. The Law of the Big Mo**
- "Momentum is a leader's best friend. With momentum, you can overcome almost any obstacle."
- 17. The Law of Priorities**
- "Leaders understand that activity is not necessarily accomplishment. Focus on the most important tasks that add the most value."
- 18. The Law of Sacrifice**
- "A leader must give up to go up. The higher you go, the more you have to give up."
- 19. The Law of Timing**
- "When to lead is as important as what to do and where to go. The wrong action at the wrong time leads to disaster."
- 20. The Law of Explosive Growth**
- "To add growth, lead followers. To multiply growth, lead leaders."
- 21. The Law of Legacy**
- "A leader's lasting value is measured by succession. True leadership is about creating a legacy that extends beyond one's own achievements."

High Road Leadership

- 1. "The high road is always respected. Honesty and integrity are always rewarded."**
 - Taking the high road means choosing to act with character and integrity, even when it's difficult or unpopular.
- 2. "The high road is the only road that leads to true leadership."**
 - Effective leaders choose the high road, setting an example for others by maintaining high standards and ethical behavior.
- 3. "People may doubt what you say, but they will always believe what you do."**
 - High road leaders understand that actions speak louder than words and lead by example.
- 4. "The high road means we will not allow others to determine our response."**
 - Taking the high road involves responding to situations with grace and choosing to act in a way that aligns with your values, regardless of how others behave.
- 5. "Leadership is about taking responsibility, not making excuses."**

- High road leadership involves owning your actions and decisions rather than shifting blame.
- 6. "The high road is less crowded because few are willing to take it."**
- Leading with integrity is not always easy, but it distinguishes great leaders from average ones.
- 7. "High road leaders understand that character is the foundation of leadership, and they choose to do what's right over what's easy."**
- Leaders who take the high road prioritize character and integrity, even if it means facing greater challenges.
- 8. "When you choose the high road, you inspire others to rise higher as well."**
- High road leadership not only affects the individual leader but also influences those around them to aim for higher standards.
- 9. "The high road requires you to do more than you expect of others."**
- Leading on the high road means setting the bar higher for yourself and living up to the highest standards.
- 10. "Choosing the high road means responding with forgiveness rather than retaliation."**

Good Leaders ask Great Questions

- 1. "You only get answers to the questions you ask."**
 - Great leaders know that the quality of their answers is directly tied to the quality of the questions they ask.
- 2. "The greatest mistake you can make in life is to be continually fearing you will make one."**
 - This underscores the importance of asking questions to confront fears, gain clarity, and move forward with confidence.
- 3. "Good questions inform; great questions transform."**
 - Transformational questions challenge assumptions, stimulate deep thinking, and inspire meaningful action.
- 4. "If you want to be successful and reach your leadership potential, you need to embrace asking questions as a lifestyle."**
 - Effective leaders are lifelong learners who are always seeking knowledge, understanding, and different perspectives.
- 5. "The right question can spur people to think, inspire them to act, and encourage them to find solutions to their problems."**

- Great leaders use questions to engage others, stimulate innovation, and empower problem-solving.
6. **"Questions open the door to dialogue and discovery. They are an invitation to creativity and breakthrough thinking."**
 - Asking questions invites others to share their insights and ideas, leading to better solutions and stronger team collaboration.
 7. **"Leaders who ask questions position themselves to learn and grow."**
 - Leaders who actively seek knowledge and different viewpoints improve their decision-making and leadership effectiveness.
 8. **"You have to ask questions to learn. You have to ask the right questions to become successful."**
 - Great leaders are intentional about the questions they ask, focusing on those that will yield the most valuable insights.
 9. **"The best leaders don't assume they know everything—they constantly seek to learn from those around them."**
 - Acknowledging that there is always more to learn is a key trait of an effective leader.
 10. **"When the leader asks the right questions, people become engaged in finding the answers."**
 - Good leaders use questions not just to gain information, but to involve others in the process of discovery and solution-building.
 11. **"Questions unlock and open doors that otherwise remain closed."**
 - Asking great questions helps uncover opportunities, reveal challenges, and explore new possibilities.
 12. **"If you don't ask, you don't get. If you ask, you may be surprised at what you can get."**
 - Leaders should not be afraid to ask questions, even if they seem challenging or uncomfortable.
 13. **"You learn more by listening than you do by talking."**
 - Asking questions and actively listening to the responses is a powerful way to grow as a leader.
 14. **"The right question asked at the right time will open the door to incredible opportunities."**
 - Timing and context are crucial for asking impactful questions that can lead to significant breakthroughs.
 15. **"Questions help you become a better leader by providing you with insight, perspective, and valuable information."**
 - Asking questions helps leaders make more informed decisions and understand the needs of their team or organization.

Leadership Promises for Everyday

1. **"Leaders must be close enough to relate to others, but far enough ahead to motivate them."**
 - Effective leadership requires a balance of empathy and vision, connecting with people while inspiring them to reach higher.
2. **"The heart of leadership is serving others first."**
 - True leadership is about putting the needs of others above your own and leading through service.
3. **"Leadership is not about titles, positions, or flowcharts. It is about one life influencing another."**
 - Leadership is fundamentally about the impact you have on people rather than the authority you hold.
4. **"The more you grow as a leader, the more your leadership capacity will expand."**
 - Personal growth is essential for leadership development, as it increases your ability to influence and lead effectively.
5. **"People don't care how much you know until they know how much you care."**
 - Building trust and relationships with your team starts with showing genuine concern for their well-being.
6. **"Small disciplines repeated with consistency every day lead to great achievements gained slowly over time."**
 - Consistency in daily actions and habits is key to long-term success and growth as a leader.
7. **"Everything rises and falls on leadership."**
 - The success or failure of an organization is often determined by the quality of its leadership.
8. **"The greatest day in your life and mine is when we take total responsibility for our attitudes. That's the day we truly grow up."**
 - Leaders must take responsibility for their mindset, which affects their actions and, consequently, their leadership.
9. **"To add growth, lead followers. To multiply growth, lead leaders."**
 - Developing other leaders has a greater impact on an organization's growth than simply managing followers.
10. **"You can't lead anyone else farther than you have gone yourself."**
 - A leader must continually grow and develop to be able to guide others effectively.
11. **"A leader's lasting value is measured by succession."**

- True leadership is about leaving a legacy by preparing others to take the helm and continue the work.
- 12. "The first step to leadership is servanthood."**
 - Before leading others, a leader must be willing to serve and prioritize the needs of the team.
- 13. "Good leaders know when to display emotions and when to delay them."**
 - Emotional intelligence is crucial for leaders in managing responses to challenging situations.
- 14. "Leadership is seeing the possibilities in a situation while others are seeing the limitations."**
 - Visionary leaders focus on opportunities and potential, even in difficult circumstances.
- 15. "You build trust with others each time you choose integrity over image, truth over convenience, or honor over personal gain."**
 - Trust is earned through consistent ethical behavior and putting values above self-interest.