

**CEOs share their learning, their wisdom, their inspiration,
their top tips for great leadership and great self-management**

Which CEO resonates most with you?

What is the tip, learning, inspiration that most hit the sweet spot?

How will you put it into practice?

“I always did something that I was a little not ready to do. I think that, that is how you grow. When there is a moment of ‘Wow, I’m not so sure that I can do this, and you push through those moments, it’s then that you have a breakthrough. Sometimes that is a sign that something really great is about to happen. You’re about to grow and learn a lot more about yourself.”

Marissa Mayer, CEO of Yahoo

“Balance suggests a perfect equilibrium. There is no such thing. That is a false expectation.... There are going to be priorities and dimensions of your life, how you integrate them is how you find true happiness.”

Denise Morrison, CEO of Campbell Soup

“It’s not about having a specific set time; both personal and professional lives are 24/7. It’s simply, more about making the right allocation to each one and recognizing that it’s going to be different every single day”

Ellen Kullman, CEO of Dupont

We are really competing against ourselves. We have no control over how other people perform.”

Pete Cashmore, CEO of Mashable

“The question I ask myself like almost every day is, ‘Am I doing the most important thing I could be doing?’... Unless I feel like I am working on the most important problem that I can help with, then I’m not going to feel good about how I’m spending my time. That’s what this company is.”

Mark Zuckerberg, CEO of Facebook

“High expectations are the key to absolutely everything.”

Sam Walton, CEO of Walmart

“There’s an entrepreneur right now, scared to death, making excuses, saying, ‘It’s not the right time just yet.’ There is no such thing as a good time. I started an apparel-manufacturing business in the tech-boom years. I mean, come on. Get out of your garage and go take a chance and start your business.”

Kevin Plank, CEO of Under Armour

“Life is fragile. We’re not guaranteed a tomorrow so give it everything you’ve got.”

Tim Cook, CEO of Apple

“You don’t need to be a genius or a visionary, or even a college graduate for that matter, to be successful. You just need framework and a dream.”

Michael Dell, CEO of DELL

“In business, what’s dangerous is not to evolve.”

Jeff Bezos, CEO of Amazon

“I’ve been very lucky, from the beginning. I have found that as long as you’re fundamentally good – as long as you’re not being bad to people – people give you a lot of room to be yourself, because being yourself is being honest. And that’s what people want to see.”

Andrew Mason, CEO of Groupon

“The heart and soul of a company is creativity and innovation.”

Robert Iger, CEO of Walt Disney

Leaders get out in front and stay there by raising the standards by which they judge themselves – and by which they are willing to be judged.”

Frederick W Smith, CEO of Fedex

“You have to be very nimble and very open minded. Your success is going to be very dependent on how you adapt.”

Jeremy Stoppelman, CEO of Yelp

“If you are changing the world, you’re working on important things. You’re excited to get up in the morning.”

Larry Page, CEO of Google

“Surviving a failure allows you more self-confidence. Failing is a great learning tool, but it must be kept to an absolute minimum.”

Jeffrey Immelt, CEO of General Electric

“Great companies with the way they work, first start with great leaders.”

Steve Ballmer, CEO of Microsoft

“When you innovate, you must prepare yourself for everybody to tell you that you’re nuts.”

Larry Ellison, CEO of Oracle

“Pessimists may be right in the end, but an optimist has a much better time getting there.”

Samuel R Allen, CEO of Deere

“It’s not about how to get started; it’s about how to get noticed.”

Steve Case, CEO of America Online