

Richard Branson

Life's Quotes



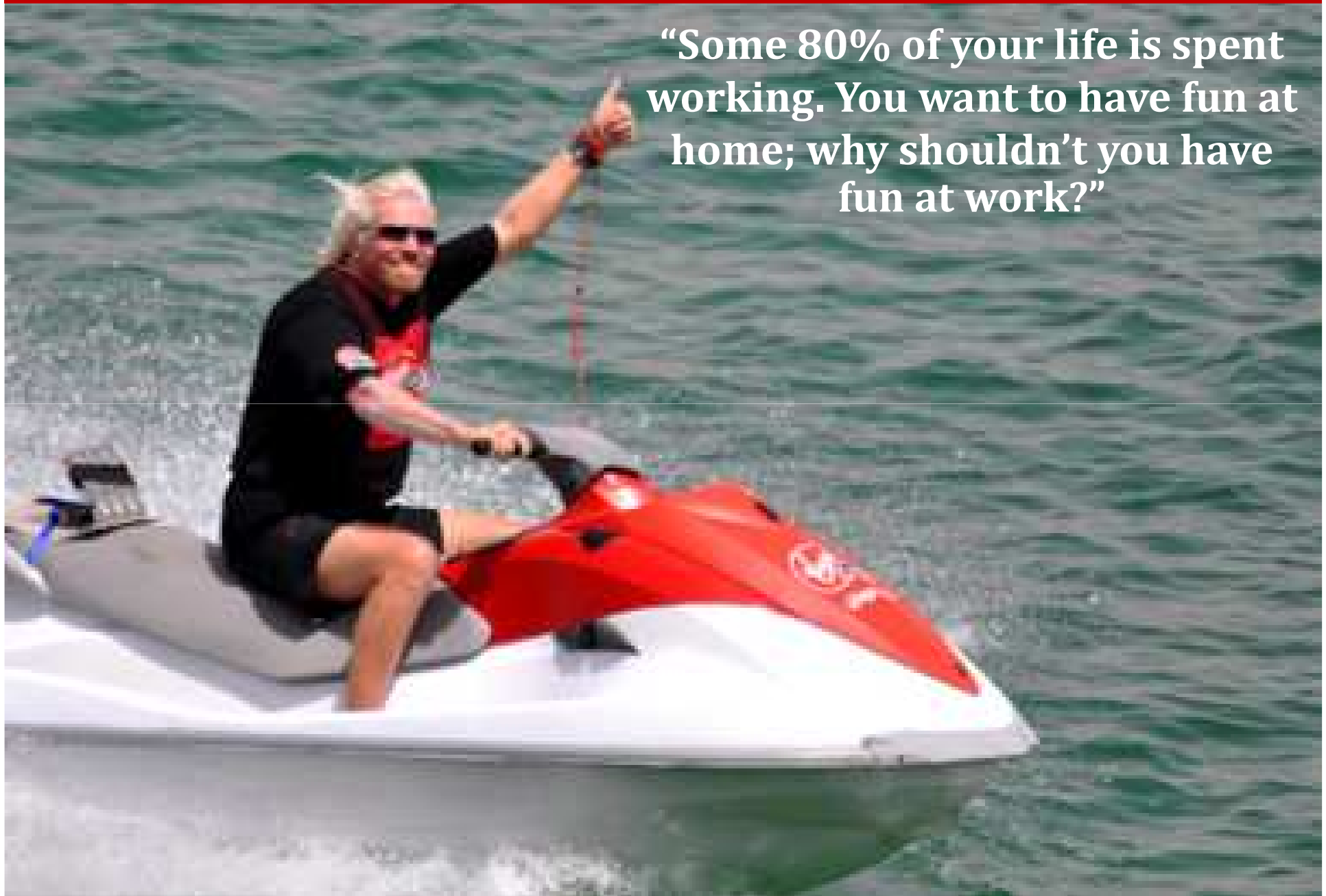
Quotes On Adventure & Fun



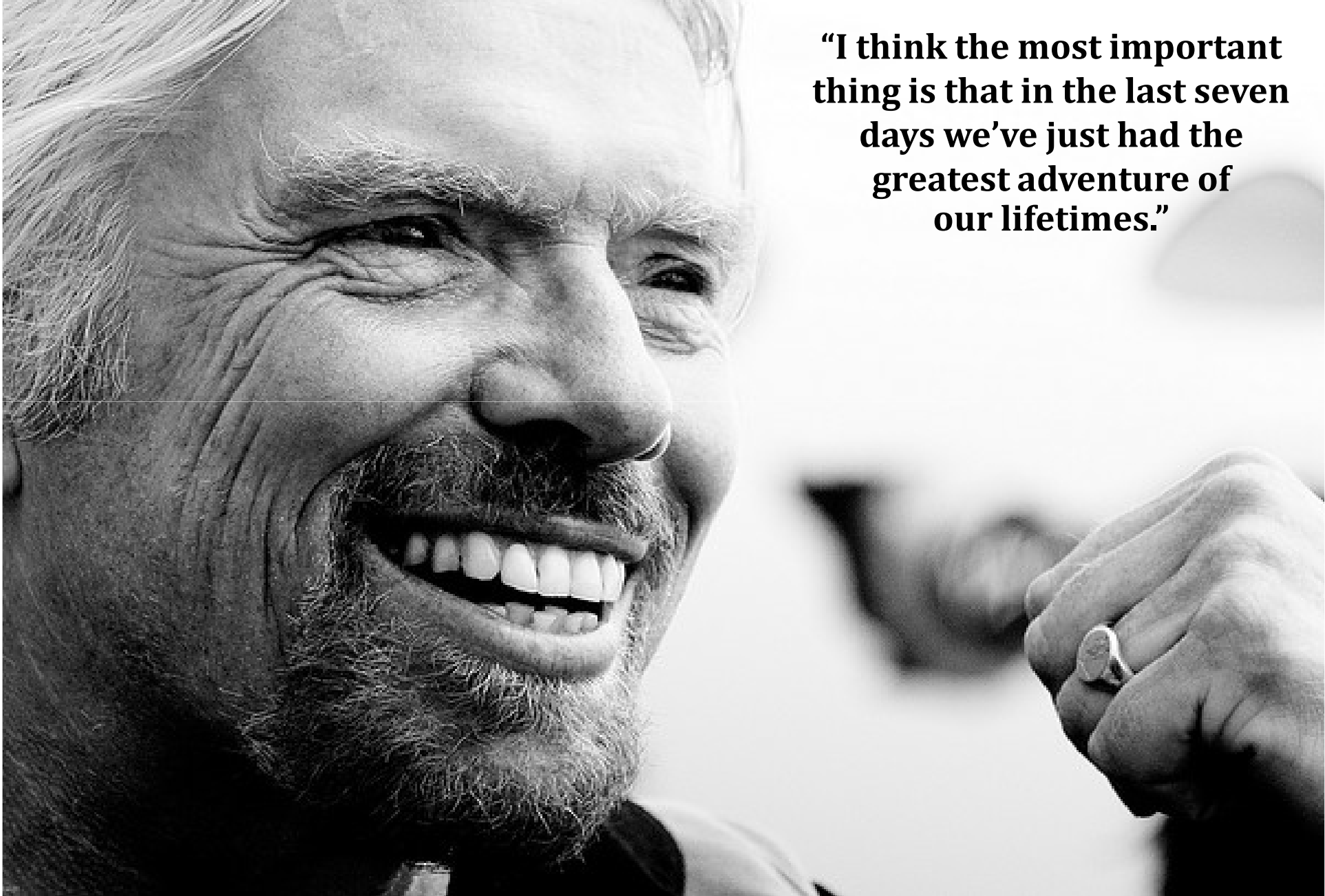
“We’re going where no one has gone before. There’s no model to follow, nothing to copy. That is what makes this so exciting.”

Quotes On Adventure & Fun

“Some 80% of your life is spent working. You want to have fun at home; why shouldn't you have fun at work?”



Quotes On Adventure & Fun



“I think the most important thing is that in the last seven days we’ve just had the greatest adventure of our lifetimes.”

Quotes On Adventure & Fun

“Customers shouldn’t just think of your business as a place to buy a product or use a service — it should be a fun place to be.”



Quotes On Adventure & Fun

“A business has to be involving,
it has to be fun, and it has to
exercise your creative instincts.”



Quotes On Brand

"All you have in life is your reputation: you may be very rich, but if you lose your good name, then you'll never be happy. The thought will always lurk at the back of your mind that people don't trust you. I had never really focused on what a good name meant before, but that night in prison made me understand."



Quotes On Brand

“Branding is everything. A young girl once came up to me and told me I could be famous because I looked just like Richard Branson!”



Quotes On Brand

“Good brands reflect the histories of the time and the group of people that made them. They can not be copied. They can not be recycled.”



Quotes On Brand

“What does the name Virgin mean? We are a company that likes to take on the giants. In too many businesses, these giants have had things their own way. We are going to have fun competing with them.”



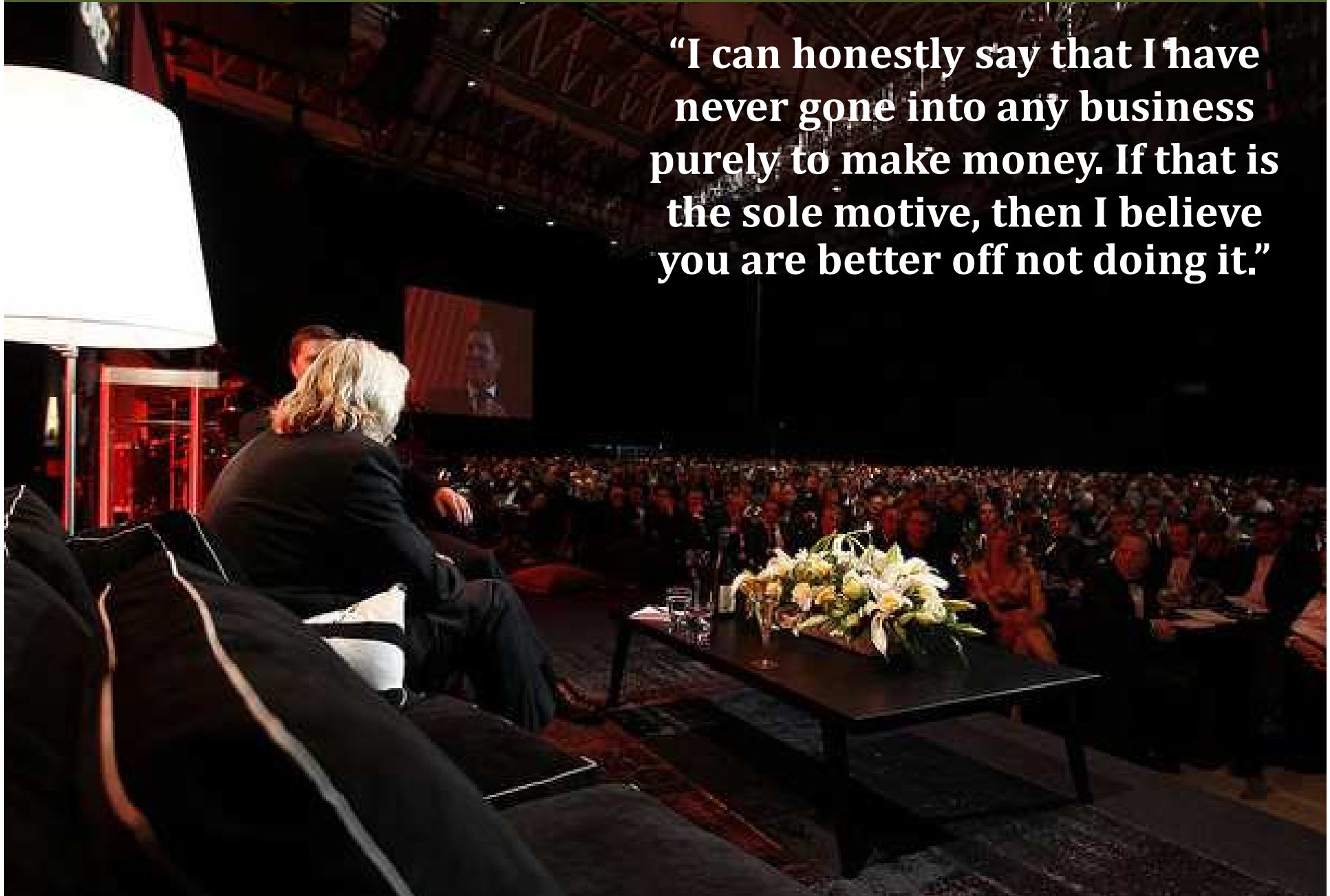
Quotes On Brand

“In the beginning it was just about the business – now it’s about the brand.”

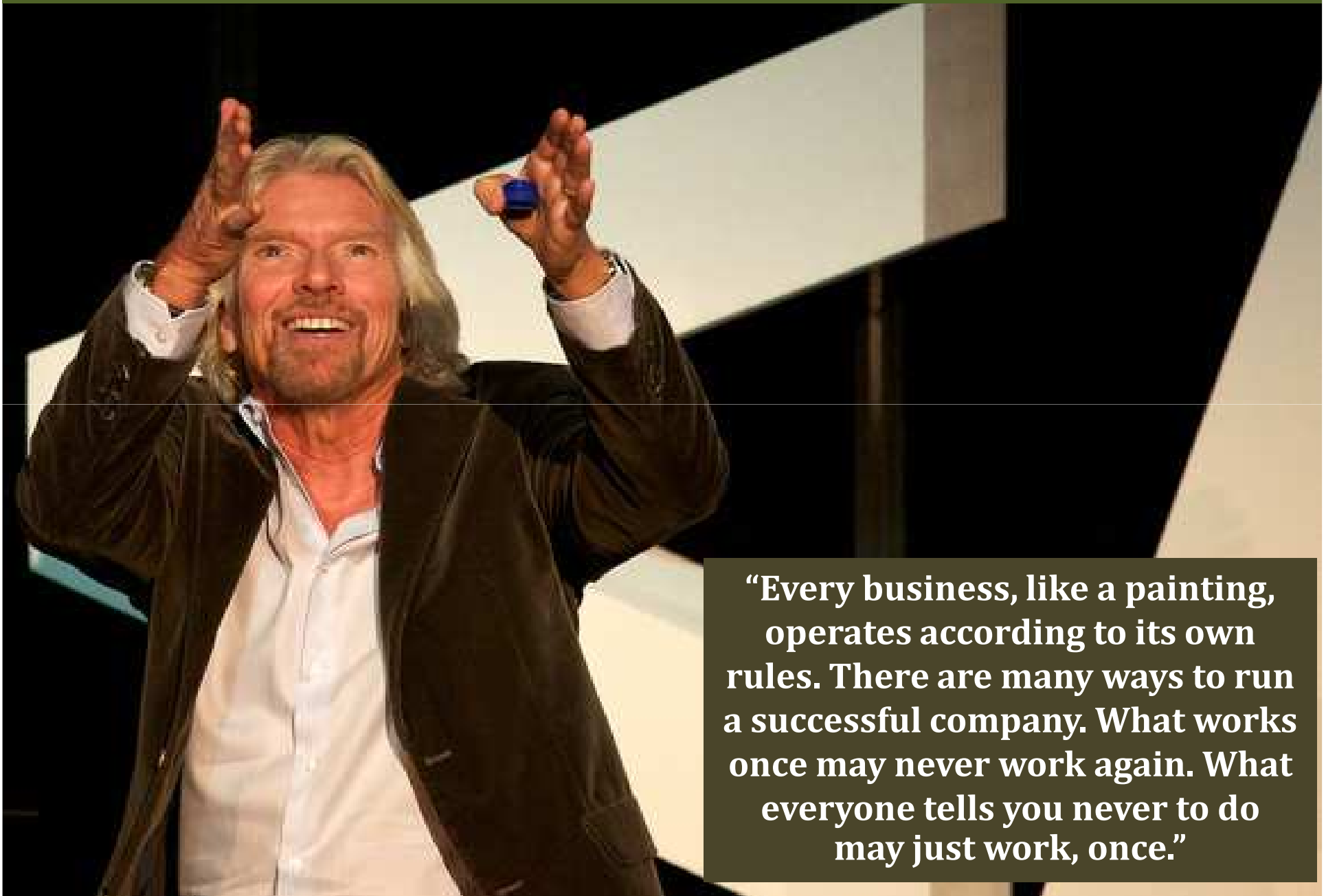


Quotes On Business

"I can honestly say that I have never gone into any business purely to make money. If that is the sole motive, then I believe you are better off not doing it."



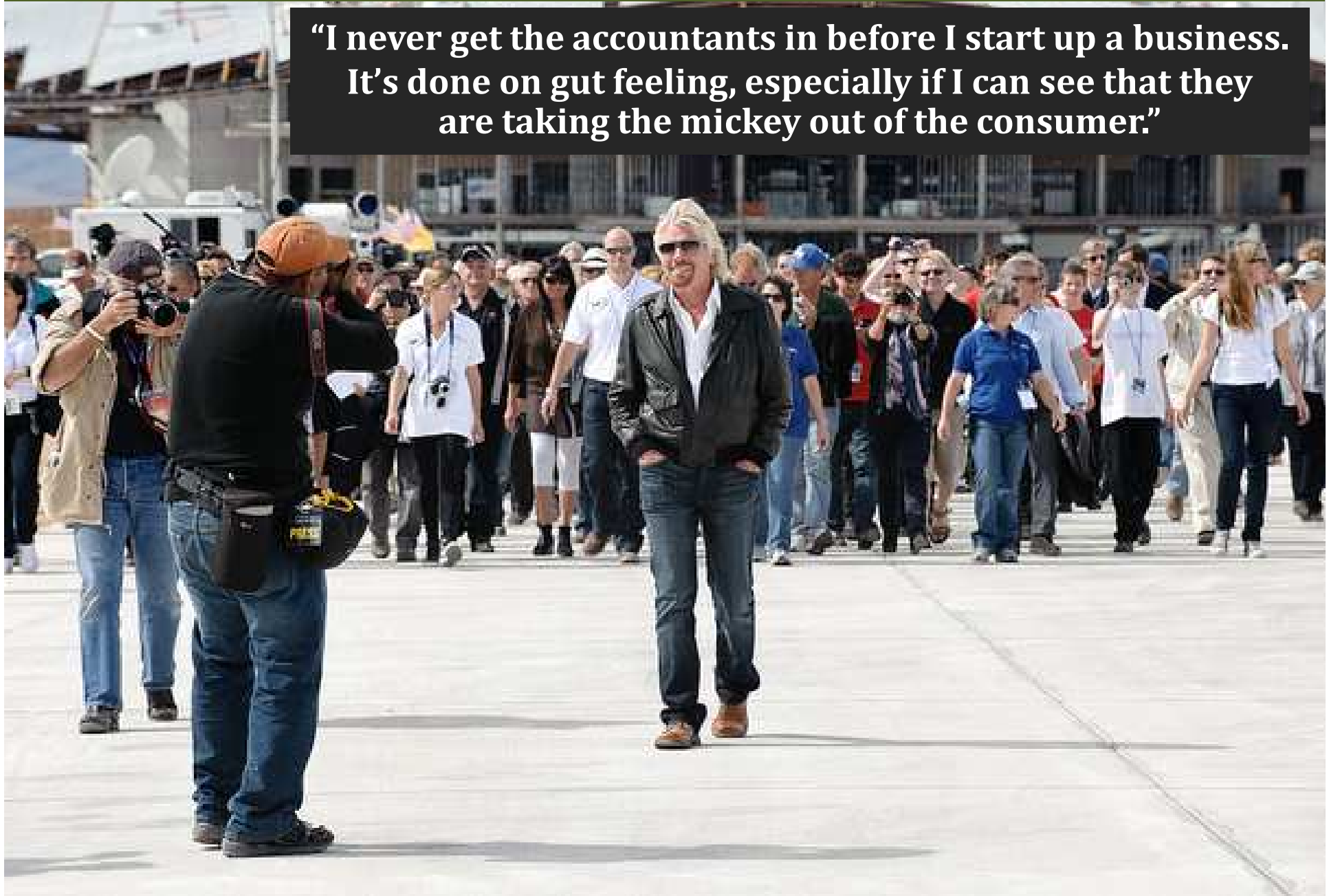
Quotes On Business



“Every business, like a painting, operates according to its own rules. There are many ways to run a successful company. What works once may never work again. What everyone tells you never to do may just work, once.”

Quotes On Business

"I never get the accountants in before I start up a business. It's done on gut feeling, especially if I can see that they are taking the mickey out of the consumer."



Quotes On Business

“Our model is to develop each business separately with its own shareholder and management – this way we can concentrate on the job in hand, rather than be part of some enormous and faceless conglomerate.”



Quotes On Business

“We’ve got an engaging, edgy, vibrant, fun product, ... It may or may not work, but we’re going to give it our best shot.”



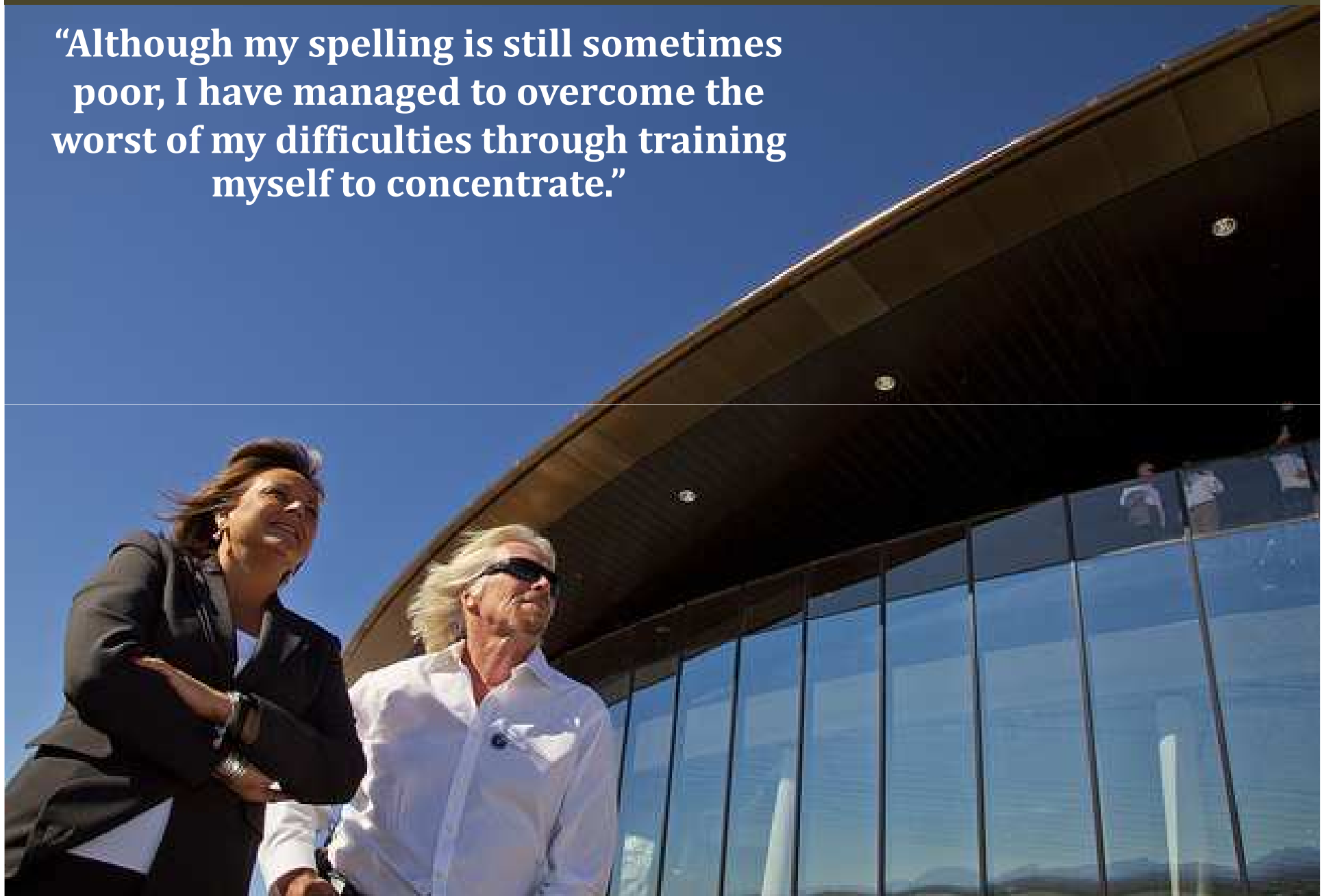
Quotes On Business



“When we start a new venture, we base it on hard research and analysis. Typically, we review the industry and put ourselves in our customer’s shoes to see what we could do better.”

Quotes On Challenges

“Although my spelling is still sometimes poor, I have managed to overcome the worst of my difficulties through training myself to concentrate.”



Quotes On Challenges



**“Complexity is your enemy.
Any fool can make something
complicated. It is hard to
keep things simple.”**

Quotes On Challenges

“However tight things are, you still need to have the big picture at the forefront of your mind.”



Quotes On Challenges

“My biggest motivation? Just to keep challenging myself. I see life almost like one long university education that I never had.”



Quotes On Challenges

“My interest in life comes from setting myself huge, apparently unachievable challenges and trying to rise above them.”



Quotes On Challenges

“My mother was determined to make us independent. When I was four years old, she stopped the car a few miles from our house and made me find my own way home across the fields. I got hopelessly lost.”



Quotes On Challenges

“Records are made to be broken. It is in man’s nature to continue to strive to do just that.”



Quotes On Entrepreneurism

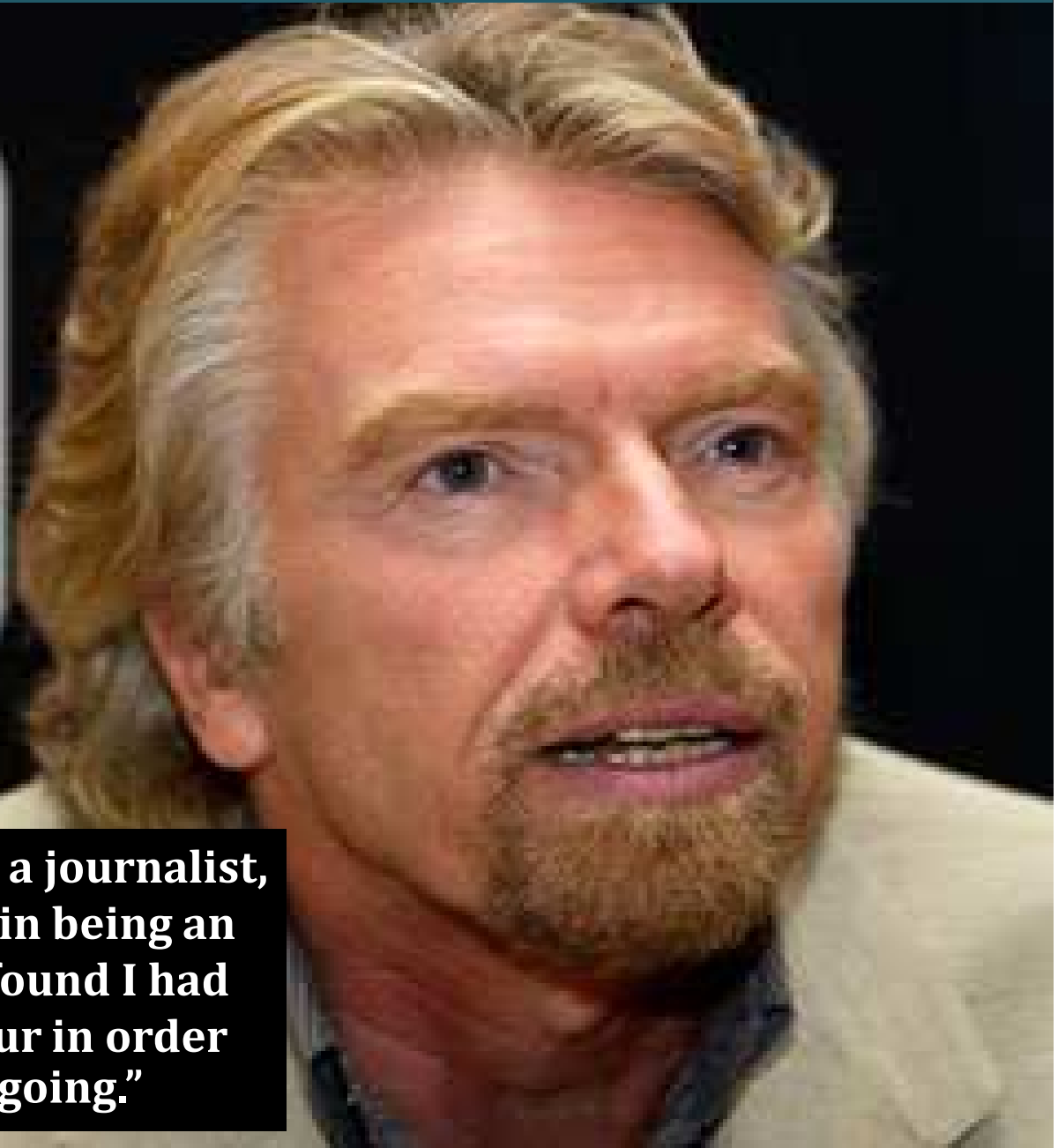
“I think a lot of becoming an entrepreneur is something which people have to learn just from getting out there and giving it a go, and having to learn the art of survival.”



Quotes On Entrepreneurism



“I wanted to be an editor or a journalist, I wasn’t really interested in being an entrepreneur, but I soon found I had to become an entrepreneur in order to keep my magazine going.”



Quotes On Entrepreneurism



“There are no rules. You don’t learn to walk by following rules. You learn by doing, and by falling over, and it’s because you fall over that you learn to save yourself from falling over. It’s the greatest thrill in the world and it runs away screaming at the first sight of bullet points.”

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Quotes On Entrepreneurism



“To be successful, you have to be out there, you have to hit the ground running, and if you have a good team around you and more than a fair share of luck, you might make something happen. But you certainly can’t guarantee it just by following someone else’s formula.”

Quotes On Entrepreneurism



“You never know with these things when you`re trying something new what can happen. This is all experimental.”

Quotes On Leadership

As much as you need a strong personality to build a business from scratch, you also must understand the art of delegation. I have to be good at helping people run the individual businesses, and I have to be willing to step back. The company must be set up so it can continue without me."

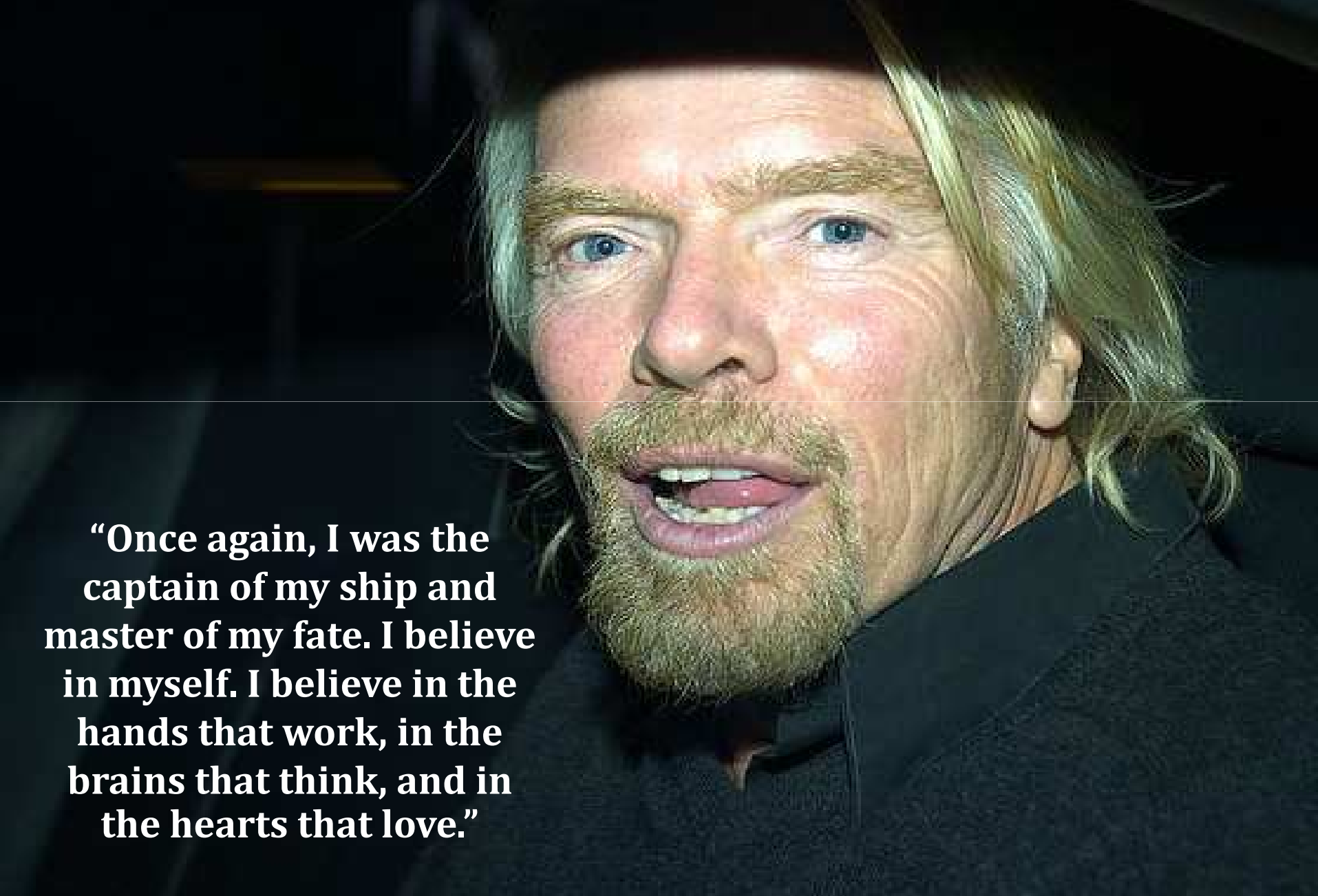


Quotes On Leadership



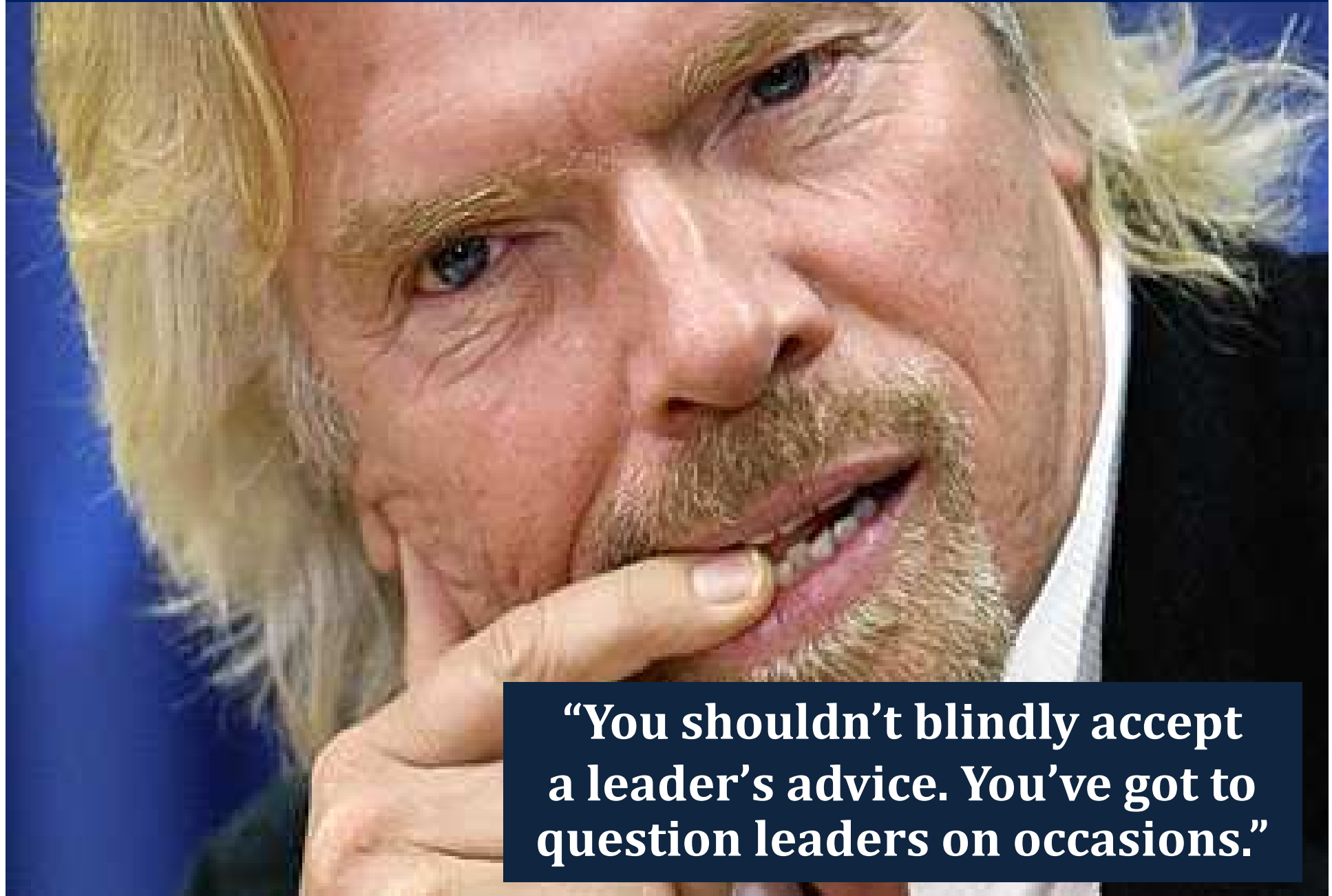
"I may be a businessman in that I set up and run companies for profit, but when I try to plan ahead and dream up new products and new companies, I'm an idealist."

Quotes On Leadership



“Once again, I was the captain of my ship and master of my fate. I believe in myself. I believe in the hands that work, in the brains that think, and in the hearts that love.”

Quotes On Leadership



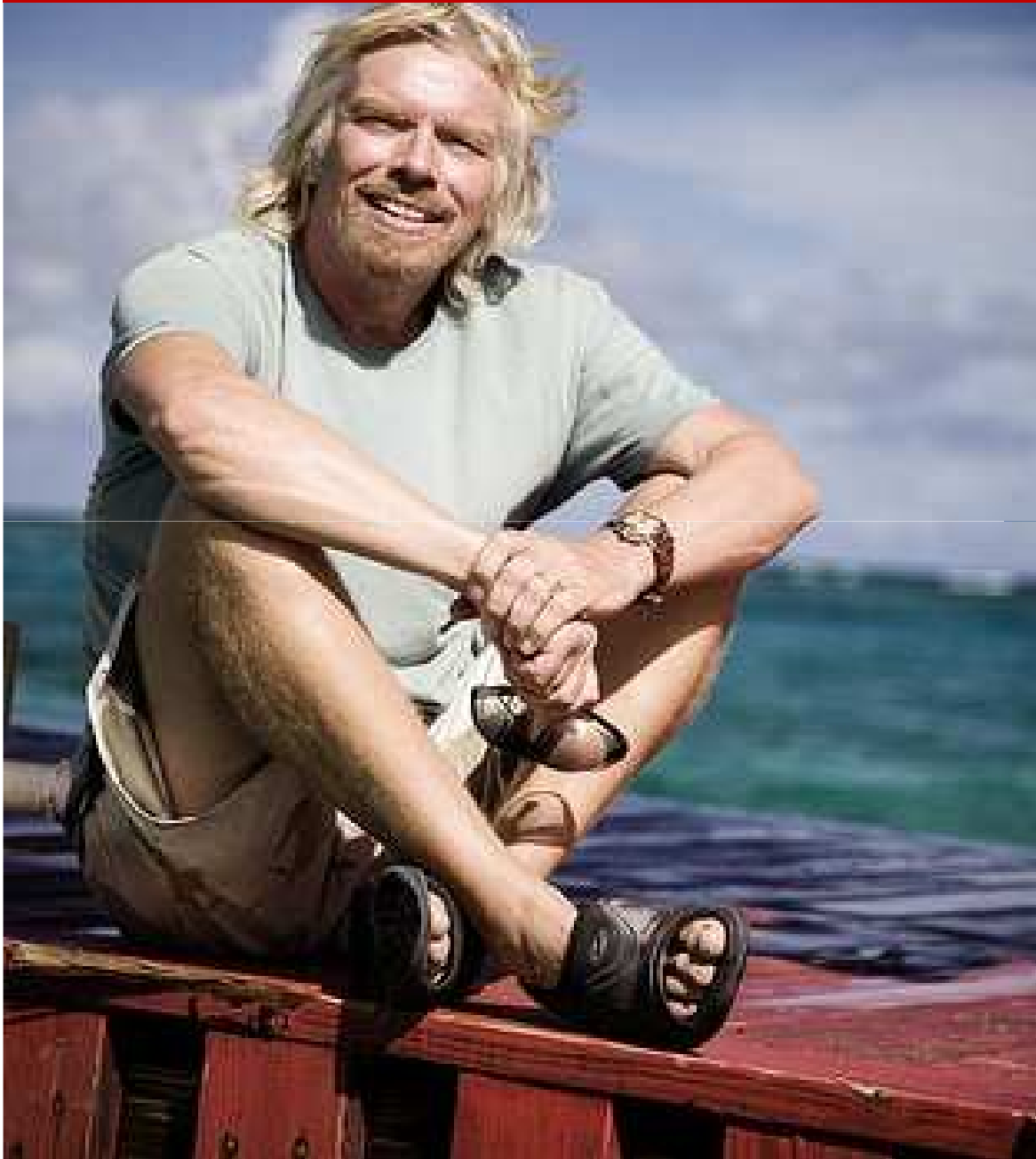
“You shouldn’t blindly accept a leader’s advice. You’ve got to question leaders on occasions.”

Quotes On Life

“I am impressed with just the enthusiasm for life and the fact that some of these people are in their 80’s, even 90’s, and they’re absolutely determined to get out there and make a difference.”



Quotes On Life



**“I don’t think of
work as work and
play as play. It’s
all living.”**

Quotes On Life

“I love the freedom of movement that my phone gives me. That has definitely transformed my life.”



Quotes On Life



“Life can seem rather unreal at times. Alive and well and loving one day. No longer there the next.”

Quotes On Life

“Ridiculous yachts and private planes and big limousines won’t make people enjoy life more, and it sends out terrible messages to the people who work for them. It would be so much better if that money was spent in Africa – and it’s about getting a balance.”



Quotes On Life

“You only live once, and I just don’t want to waste a minute of my life.”



Quotes On Life

“As we drifted to earth I sat up on the glass roof of the capsule, watching the beauty of the golden dawn as it broke over the desert. This was a day I never thought I’d see and the rising sun and growing warmth of the day seemed very precious. It made me aware that hard-won things are more valuable than those that come too easily. It reminded me to always enjoy the moment.”



Quotes On Life

“Life is a helluva lot more fun if you say yes rather than no.”

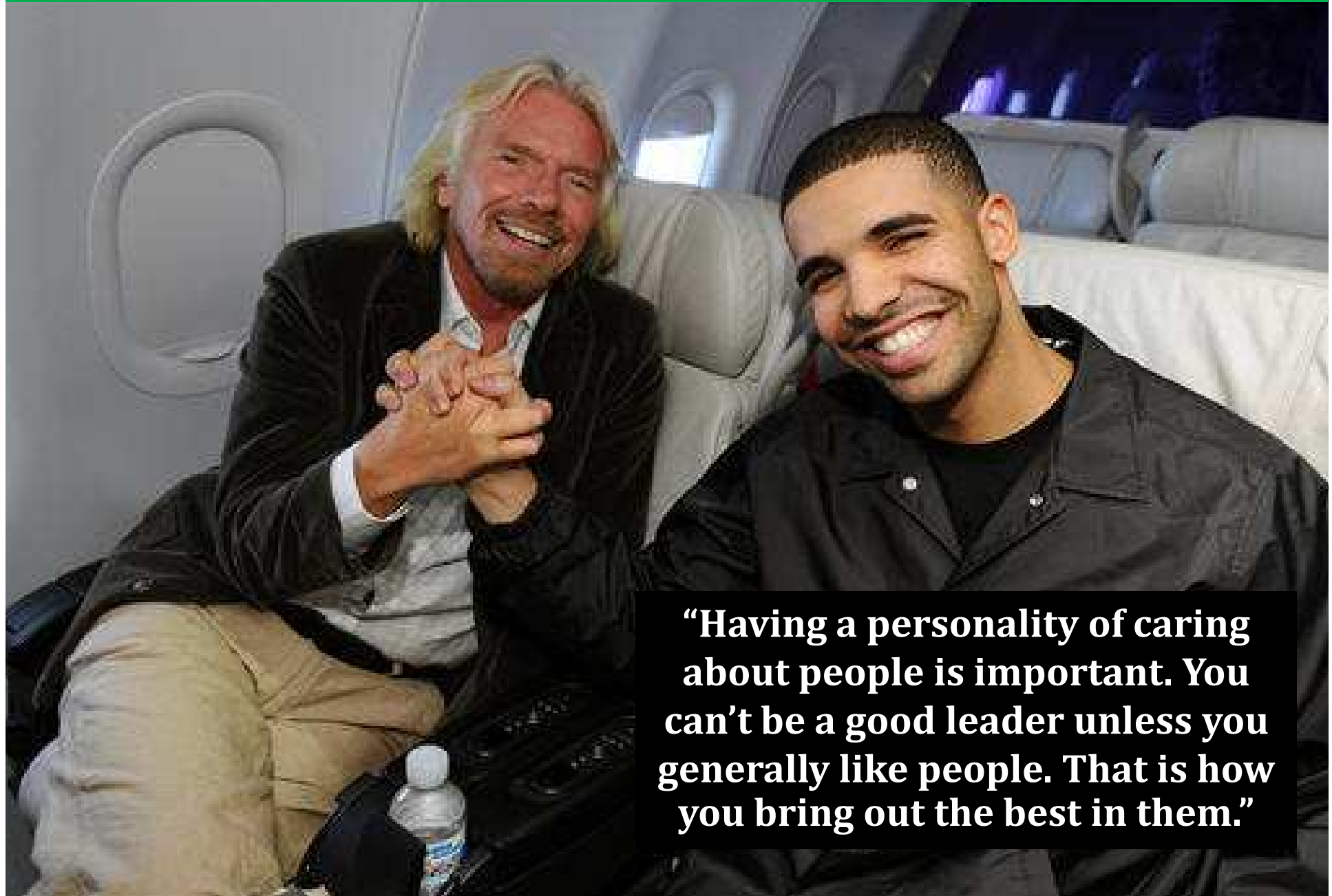


Quotes On People



**“A company is people ...
employees want to know ...
am I being listened to or am
I a cog in the wheel? People
really need to feel wanted.”**

Quotes On People



“Having a personality of caring about people is important. You can’t be a good leader unless you generally like people. That is how you bring out the best in them.”

Quotes On People



“I cannot remember a moment in my life when I have not felt the love of my family. We were a family that would have killed for each other – and we still are.”

Quotes On People



“Respect is how to treat everyone, not just those you want to impress.”

Quotes On People



“The companies that look after their people are the companies that do really well. I’m sure we’d like a few other attributes, but that would be the most important one.”

Quotes On Purpose

“Well, I’m somebody who is just living ...living life, and if I get frustrated by something, then I like to try to put it right.”



Quotes On Purpose



“I’ve had to create companies that I believe in 100%. These are companies I feel will make a genuine difference. Then I have to be willing to find the time myself to talk about them, promote them and market them. I don’t want to spend my life doing something that I’m not proud of.”

Quotes On Purpose

“People have to decide on priorities if they want to get anywhere. The best lessons I learned was to just do it.”



Quotes On Purpose



“For a successful entrepreneur it can mean extreme wealth. But with extreme wealth comes extreme responsibility. And the responsibility for me is to invest in creating new businesses, create jobs, employ people, and to put money aside to tackle issues where we can make a difference.”

Quotes On Purpose

“Look, if you can indulge in your passion, life will be far more interesting than if you’re just working. You’ll work harder at it, and you’ll know more about it. But first you must go out and educate yourself on whatever it is that you’ve decided to do – know more about kite-surfing than anyone else. That’s where the work comes in. But if you’re doing things you’re passionate about, that will come naturally.”

**Thank You Very Much
Sompong Yusoontorn**

