

Quotations for the classroom

"Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything — all external expectations, all pride, all fear of embarrassment or failure — these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart."

-Steve Jobs



**THE ONES WHO ARE
CRAZY ENOUGH TO
THINK THAT THEY
CAN CHANGE THE
WORLD, ARE THE
ONES WHO DO.**

STEVE JOBS

“When you're a carpenter making a beautiful chest of drawers, you're not going to use a piece of plywood on the back, even though it faces the wall and nobody will see it.

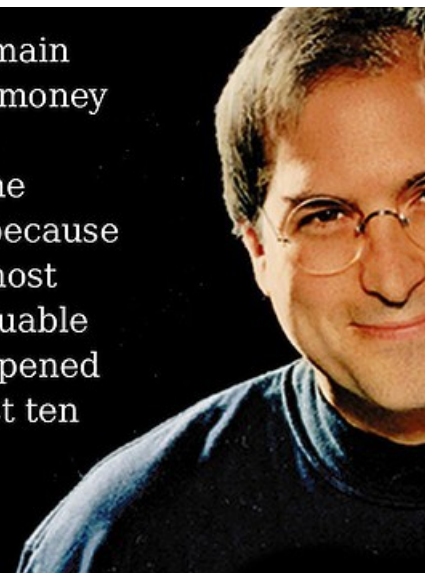
You'll know it's there, so you're going to use a beautiful piece of wood on the back. For you to sleep well at night, the aesthetic, the quality, has to be carried all the way through.”



Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.

“You know, my main reaction to this money thing is that it's humorous, all the attention to it, because it's hardly the most insightful or valuable thing that's happened to me in the past ten years.”

- 1985



Quotations for the classroom

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

— Steve Jobs

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**STAY HUNGRY
STAY FOOLISH**



QUALITY

is more important than

QUANTITY

One home run is much better than two

DOUBLES



My favorite things in life don't cost any

MONEY

It's really clear that the most precious

RESOURCE

— we all have is —

TIME



The ones who are

CRAZY

enough to think they can change the

WORLD

are the ones who do