

LOU HOLTZ

IN HIS OWN WORDS

“Life is 10 percent what happens to you and ninety percent how you respond to it.”

“Don’t ever promise more than you can deliver, but always deliver more than you promise.”

“I follow three rules: Do the right thing, do the best you can, and always show people you care. You’ve got to make a sincere attempt to have the right goals to begin with, then go after them with appropriate effort, and remember that you can’t really achieve anything great without the help of others.”

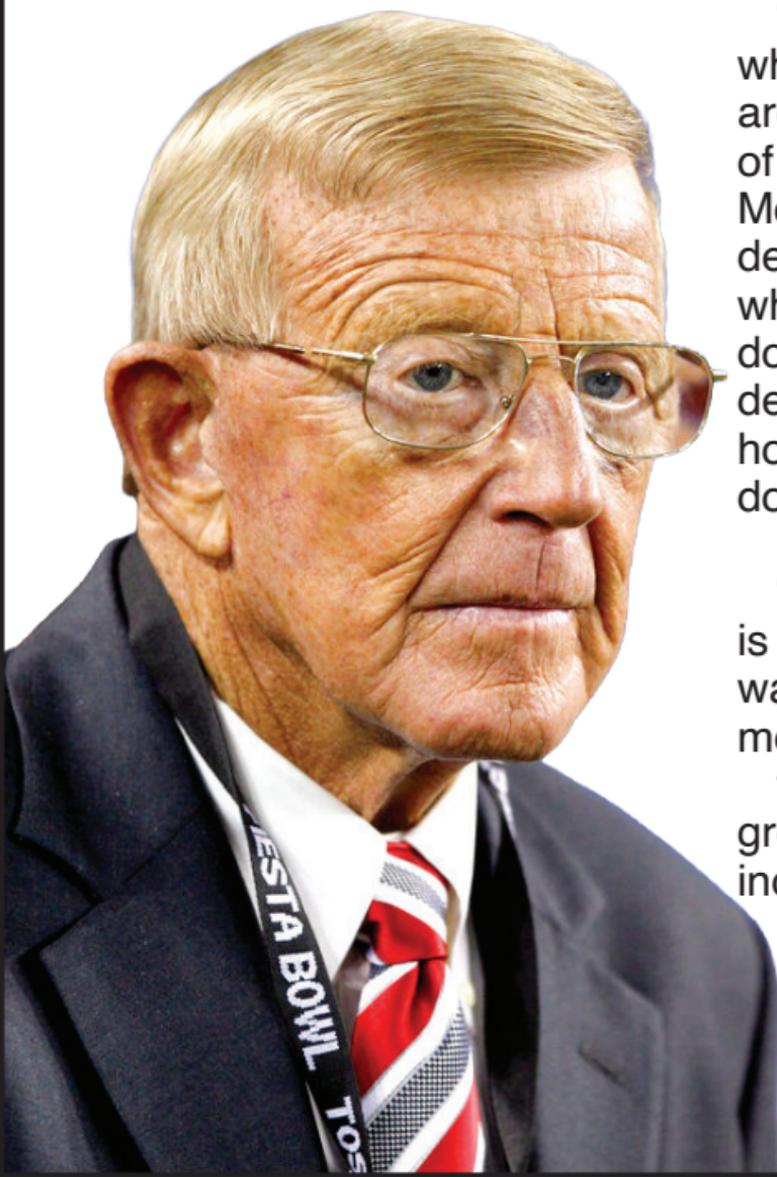
“Winners and losers aren’t born, they are the products of how they think.”

“Without self-discipline, success is impossible, period.”

“I never learn anything talking. I only learn things when I ask questions.”

“Don’t tell me how rocky the sea is, just bring the darn ship in.”

“Remember, if you have a problem, it’s your problem. Solve it. Don’t blame other people. Don’t burden people with your complaints. Ninety percent of the people you meet don’t care about your troubles. The other 10 percent are glad you have them.”

A portrait of Lou Holtz, an elderly man with short, light-colored hair, wearing glasses, a dark suit jacket, a white shirt, and a red and white striped tie. He is looking slightly to the right of the camera with a neutral expression. The background is plain white.

“Ability is what you are capable of doing. Motivation determines what you do. Attitude determines how well you do it.”

“Adversity is another way to measure the greatness of individuals. I never had a crisis that didn’t make me stronger.”