

A person with short hair, seen from behind, wearing a dark, quilted jacket. They are standing on a rocky shore, looking across a calm lake towards a large, snow-capped mountain peak. The sky is filled with soft, colorful clouds, suggesting a sunrise or sunset. The water in the lake reflects the mountain and the sky. Large, dark rocks are visible on either side of the person.

# SALES & LEADERSHIP INSPIRATION

FOR THE ROAD AHEAD

RUSS PETERSON JR.

# About

Over the past 25 years, I've worked with leaders around the world and I observed something interesting. Many managers would rise in their organizations quickly, while others struggled to advance. Some of those fast risers would then stall out in a mid-management career. They were passed over for senior leadership promotions.

There was always one skill that consistently separated the advancement of some over the others. *It was a unique ability to lead others through meaningful interactions with other people.* Now my question became, *"How do they do that?"*

Over the past 25 years I've been looking for the answer...

I don't claim to know it all, but I've learned a couple things, usually the hard way.

## MY INSPIRATION

Ever since high school I've collected quotes. Whether it was Zig Ziglar, Albert Einstein or Abraham Lincoln I could find encouragement and insight in just a few short words.

Over the past three decades I've learned a lot from others who have mentored me and now I feel it is part of my calling to pay it back by paying it forward. I'm afraid I don't have all the answers, *(in fact, I'm still trying to figure out what all the questions are!)* but I hope you can find some inspiration here to continue your own journey. You're not alone out there.

Take your next step.

[www.RussPetersonJr.com](http://www.RussPetersonJr.com)

@RussPetersonJr




# Choice and Change

Inspiration to improve  
through change

A grayscale photograph of a person standing in a snowy, forested landscape. The person is wearing a blue jacket and a white hat, standing on a snow-covered path. The background is a dense forest of evergreen trees covered in snow, with a misty or foggy atmosphere. The text is overlaid on the left side of the image.

I can't = guaranteed loss.  
I'll try = guaranteed learning.  
I will = guaranteed change.

– Russ Peterson Jr.




"Choices with consequences create  
movement in stories."

RussPetersonJr.com



“You are called into a role only  
you were designed to fill.  
It’s called your destiny.”  
- Russ Peterson Jr.





"Consider every choice is a  
**PURCHASE.**  
Do your trades add value?"

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Every choice results in change  
and  
Every change requires a choice.

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“A positive response to stress is a choice.”


- RussPetersonJr.com



A large sailing ship is seen from the rear, sailing away on a calm sea under a dramatic, orange-hued sunset sky. The ship's masts and rigging are silhouetted against the bright horizon.

Ships only discover new  
horizons if they are  
willing to leave the  
harbor.

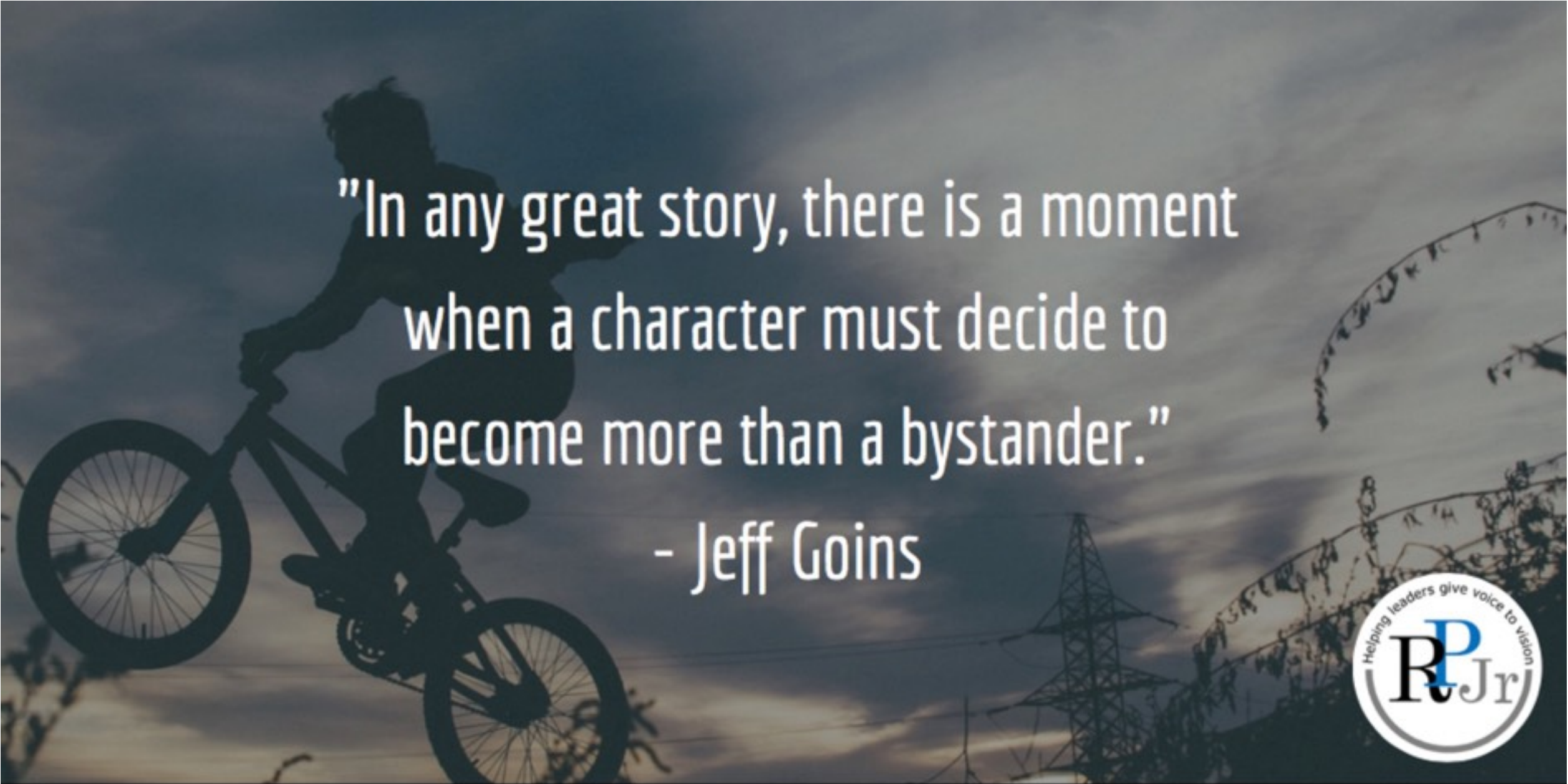




"Life's lessons are learned when  
choices lead to consequences."

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"In any great story, there is a moment  
when a character must decide to  
become more than a bystander."

- Jeff Goins






"Every great story includes change."

– RussPetersonJr.com





"If you don't prioritize your life,  
someone else will."


– Greg McKeown



Don't ask for feedback  
unless you're willing to change.

Russ Peterson Jr.  
...and I'm willing to change






"Every decision advances  
your story."

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"Change and resistance often go  
hand-in-hand."

RussPetersonJr.com




A person with a backpack is walking away from the camera on a wooden bridge. The bridge has metal railings and is surrounded by dense green trees and foliage. The scene is slightly dim, suggesting a forest setting.

"Every change requires a choice.  
What's driving your choice?"

- RussPetersonJr.com






"Removal of choice equals  
removal of motivation."

- RussPetersonJr.com






"Either you run the day, or the day runs you."

– Jim Rohn



# Scripture


Inspiration from the Bible

A close-up, slightly blurred photograph of a lion's face, focusing on its eyes and nose. The lion has a light brown coat and is looking directly at the camera with a serious expression.

Be sober-minded; be  
watchful. Your adversary  
the devil prowls around like  
a roaring lion, seeking  
someone to devour.

1 Peter 5:8 (ESV)





"Don't be afraid. God gave us  
a spirit of power."  
2 Timothy 1:7



"Gracious words are like a  
honeycomb, sweetness to the  
soul and health to the body."

Proverbs 16:24

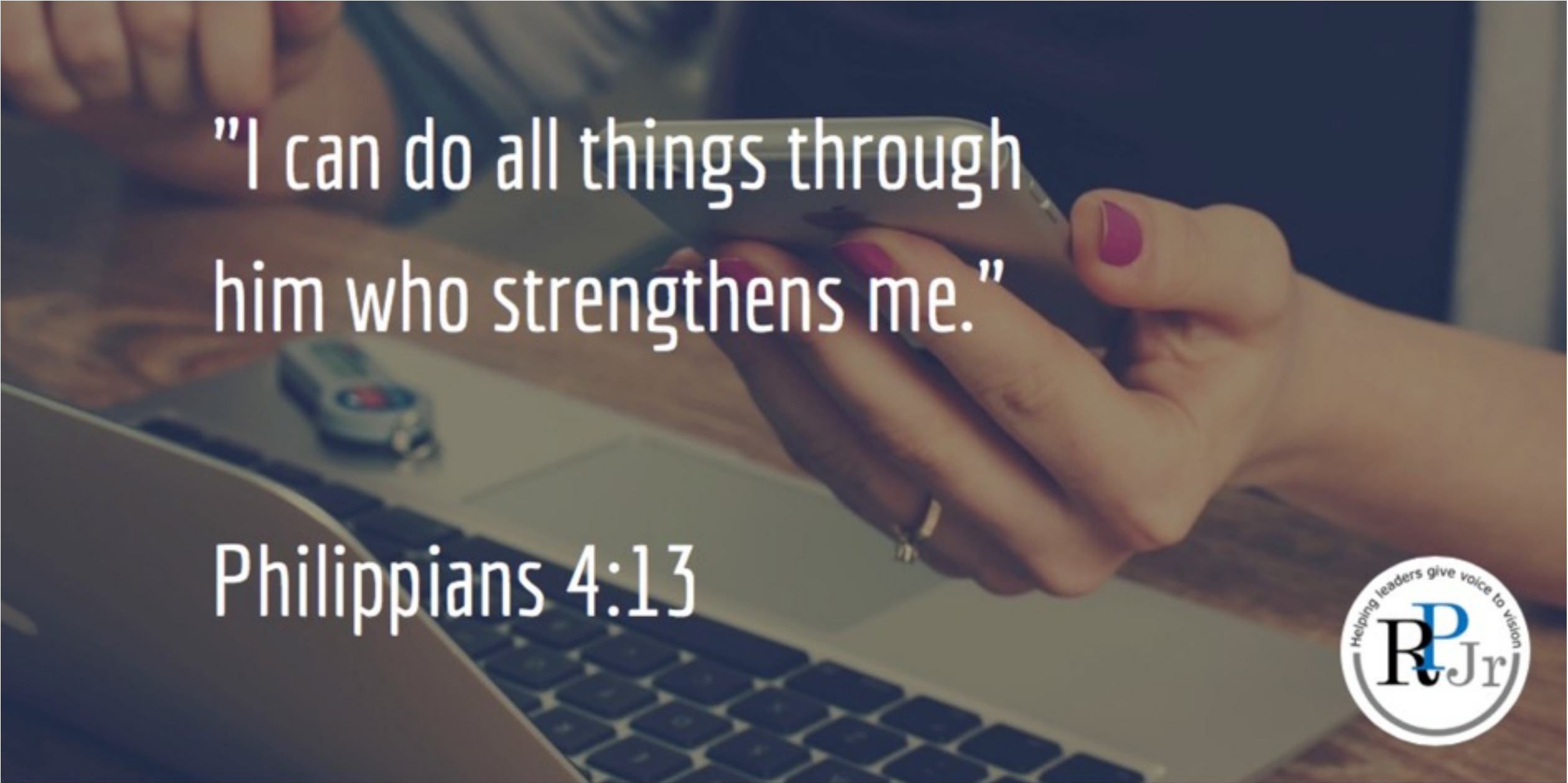




**"Iron sharpens iron, and one  
man sharpens another."**

**Proverbs 27:17 (ESV)**

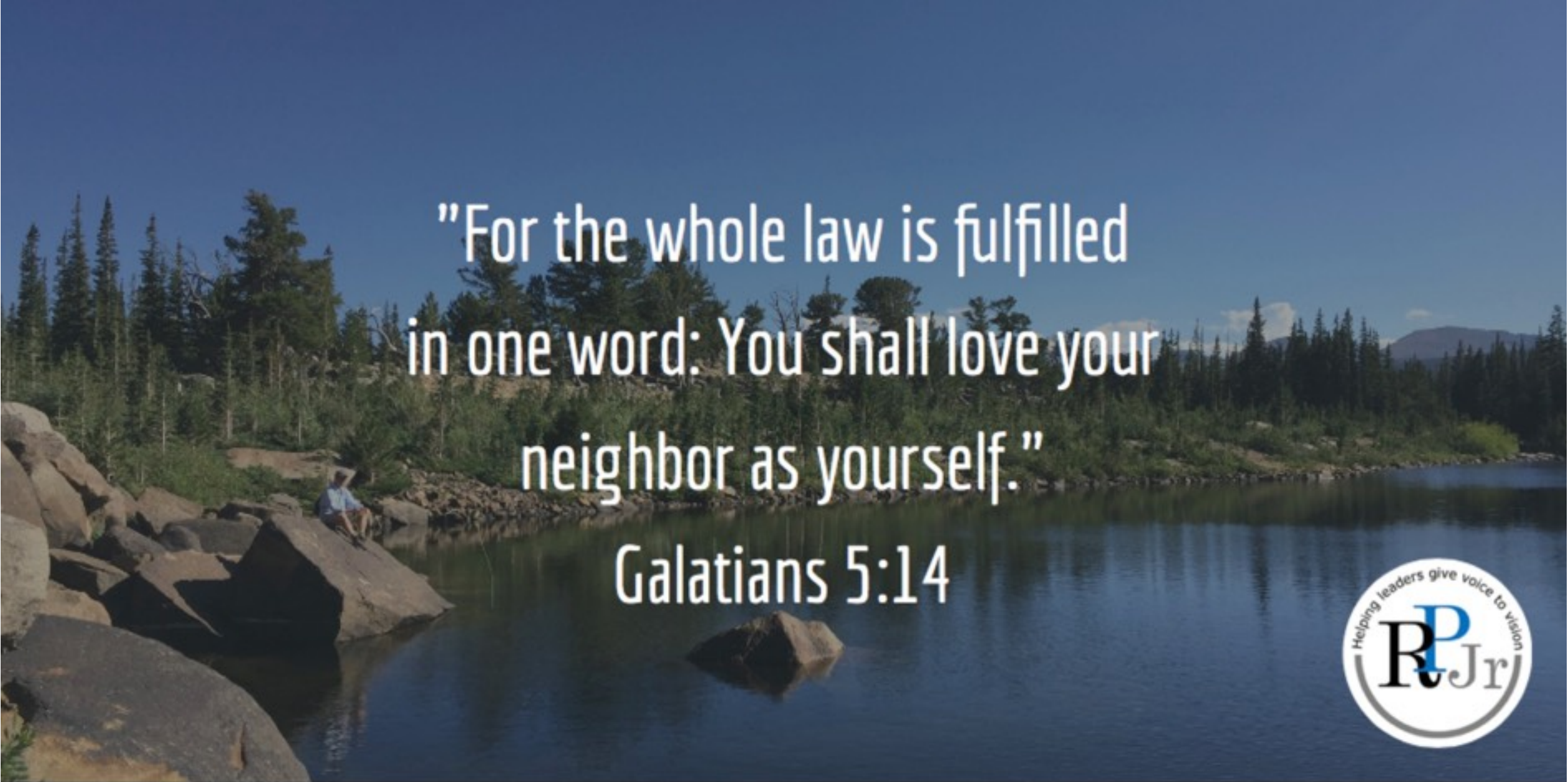


A close-up photograph of a person's hands holding a silver smartphone. The person has pink nail polish and is wearing a ring on their left ring finger. The phone is held over a laptop keyboard. The background is slightly blurred, showing a wooden desk and a blue USB drive.

"I can do all things through  
him who strengthens me."

Philippians 4:13





"For the whole law is fulfilled  
in one word: You shall love your  
neighbor as yourself."

Galatians 5:14





My daily reminder to never stop learning...

"Listen to advice and accept instruction,  
that you may gain wisdom in the future."

Proverbs 19:20



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# Communication

Inspiration to help you develop  
others with your messages

@RUSSPETERSONJR

Simple template to communicate your vision:


WHAT are we doing?

WHY is it important?

HOW will we get it done?

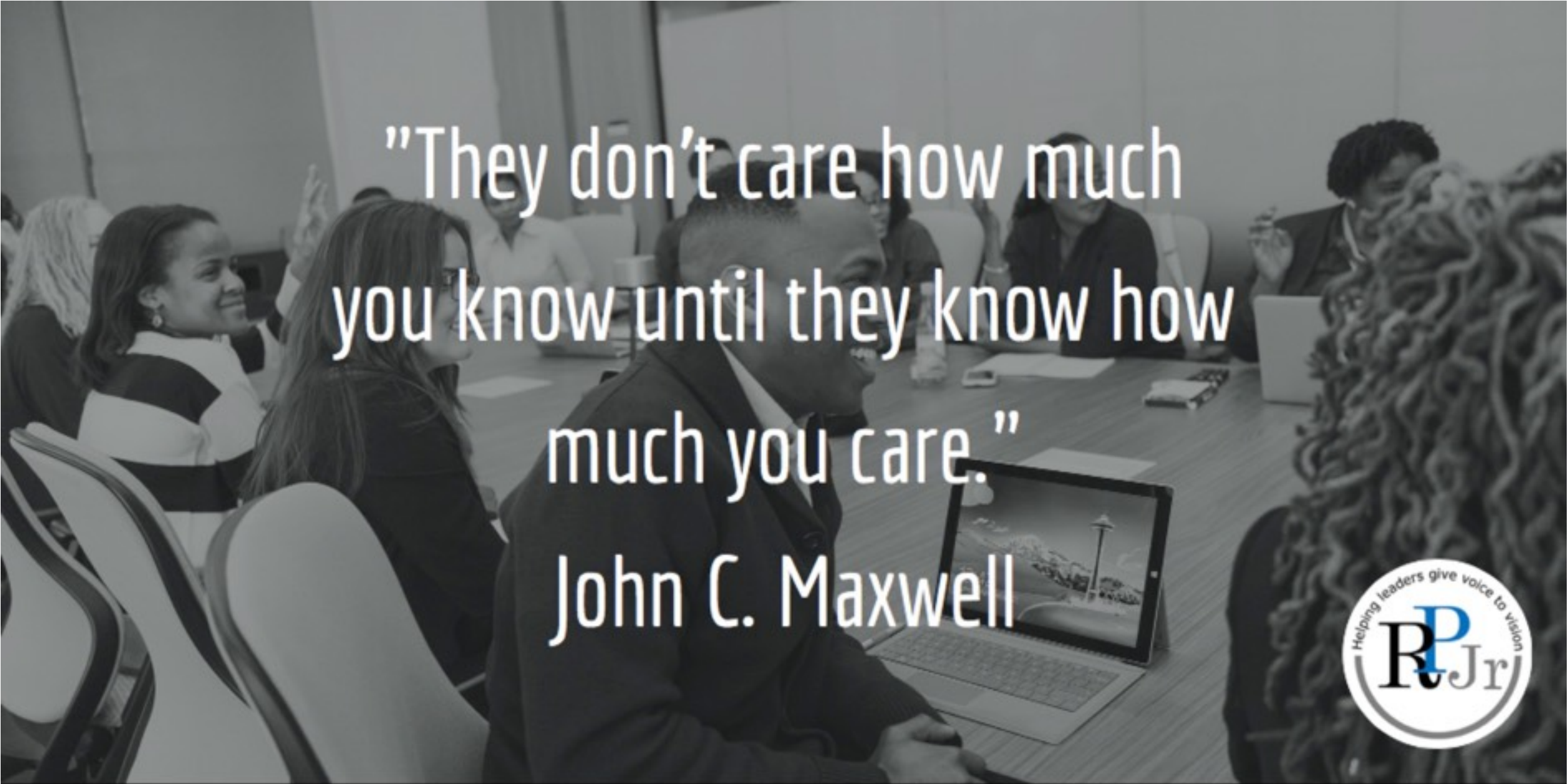
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A photograph of two men sitting outdoors in a snowy environment. The man on the left is wearing a dark hooded jacket and a black beanie, looking towards the other man. The man on the right is wearing a dark jacket over a light blue shirt and a black beanie, smiling and gesturing with his hands. The background shows a snowy landscape with a fence and some buildings.

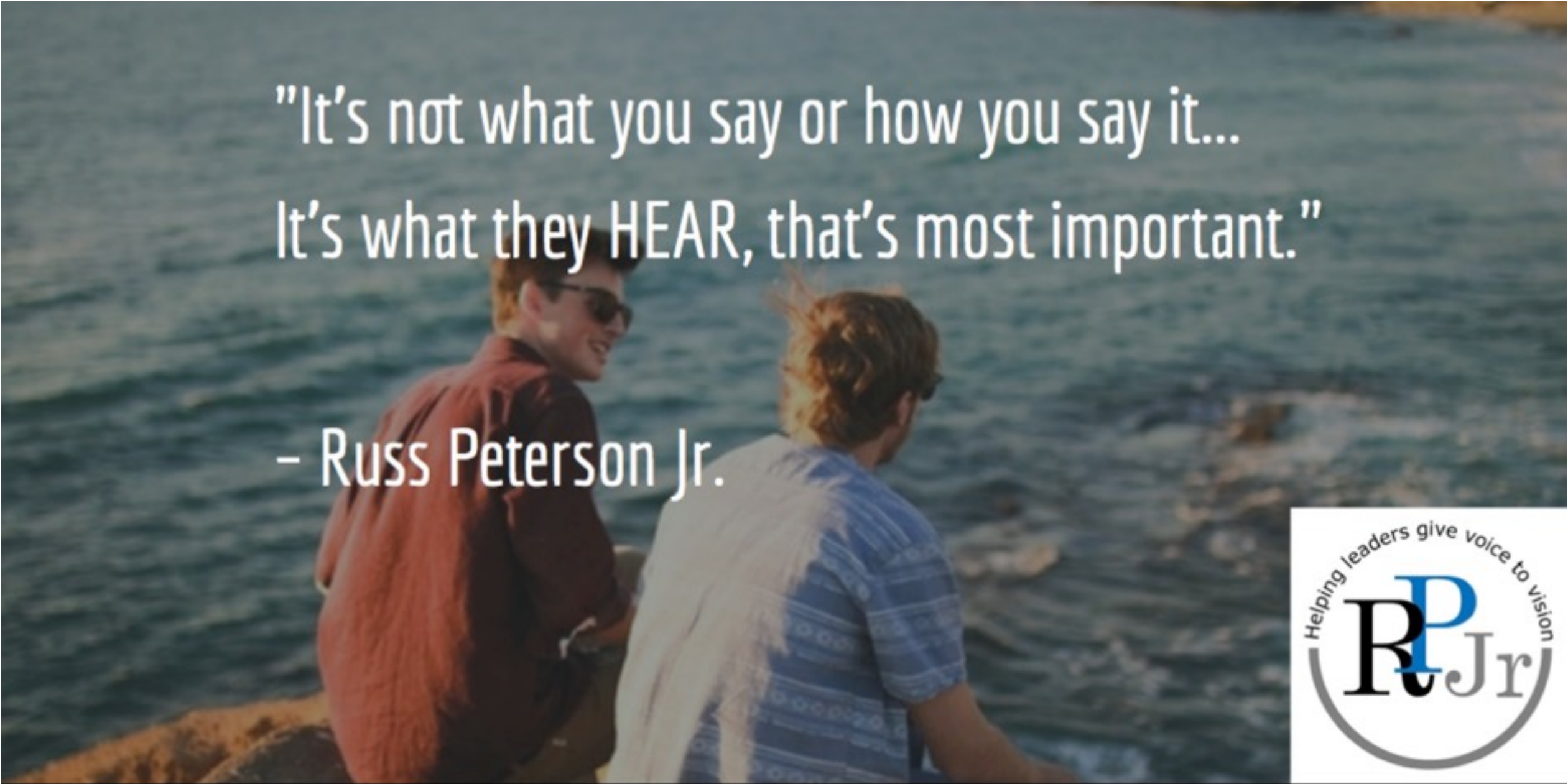
"Your BEST friend should bring  
out the BEST in you."  
- Russ Peterson Jr.





"They don't care how much  
you know until they know how  
much you care."  
John C. Maxwell



A photograph of two men sitting on a rocky shore, looking out at the ocean. The man on the left is wearing a red jacket and sunglasses, and the man on the right is wearing a blue and white striped shirt. The ocean is a deep blue with white-capped waves.

"It's not what you say or how you say it...  
It's what they HEAR, that's most important."

– Russ Peterson Jr.



Wise men speak because they have  
something to say; fools because they  
have to say something.

- Plato


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Persuasive speaking template:  
Establish your credibility,  
Generate emotional desire,  
Give a logical path forward.

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Show the audience you care.

Give the audience something they can use.

Inspire the audience to take the next step.

- RussPetersonJr.com



A person with a backpack is seen from behind, standing on a rocky outcrop and looking out over a vast, misty landscape. The scene is atmospheric, with soft light filtering through the haze.

"Audiences are inspired by big visions  
that require inspiration... so aim high!"

- Russ Peterson Jr.




A satellite view of Earth from space, showing the Americas and surrounding oceans. The text is overlaid on this image.

Sometimes true understanding  
requires a different perspective.

Russ Peterson Jr





“Only when the conversation switches to the future do we create possibility and change.”

- RussPetersonJr.com



A red bow tie with white polka dots is centered in the image. The bow tie is tied in a standard bow shape and is set against a light gray background.

"If you're going to stand up,  
You better stand out."  
- Paul Slattery





**"Try moving your audience by meeting  
them where they are today."**


**– Russ Peterson Jr.**



# Leadership

Guidance and Inspiration  
for the Leader

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A man with a backpack is walking away from the camera on a dirt trail in a mountainous, forested area. The trail is surrounded by green grass and some evergreen trees. The background shows rolling hills and more trees.

“Strong leaders are trustworthy, communicate the vision, and light the way.”

– RussPetersonJr.com






“Actions ultimately reveal core values.”

- Russ Peterson Jr.





Credibility has 3 parts:  
Empathy, Trust, Competence

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Leadership success can be  
measured by the growth of  
the team after the  
leader is gone.

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"Mentors don't talk about the summit,  
they take you there."

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The best coaching starts  
with the heart.


Russ Peterson Jr



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"When the character of leaders is low, so are their standards."


- John C. Maxwell



Leaders always leave it better  
than they found it.

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It is the mark of an educated  
man to be able to entertain a  
thought without accepting it.

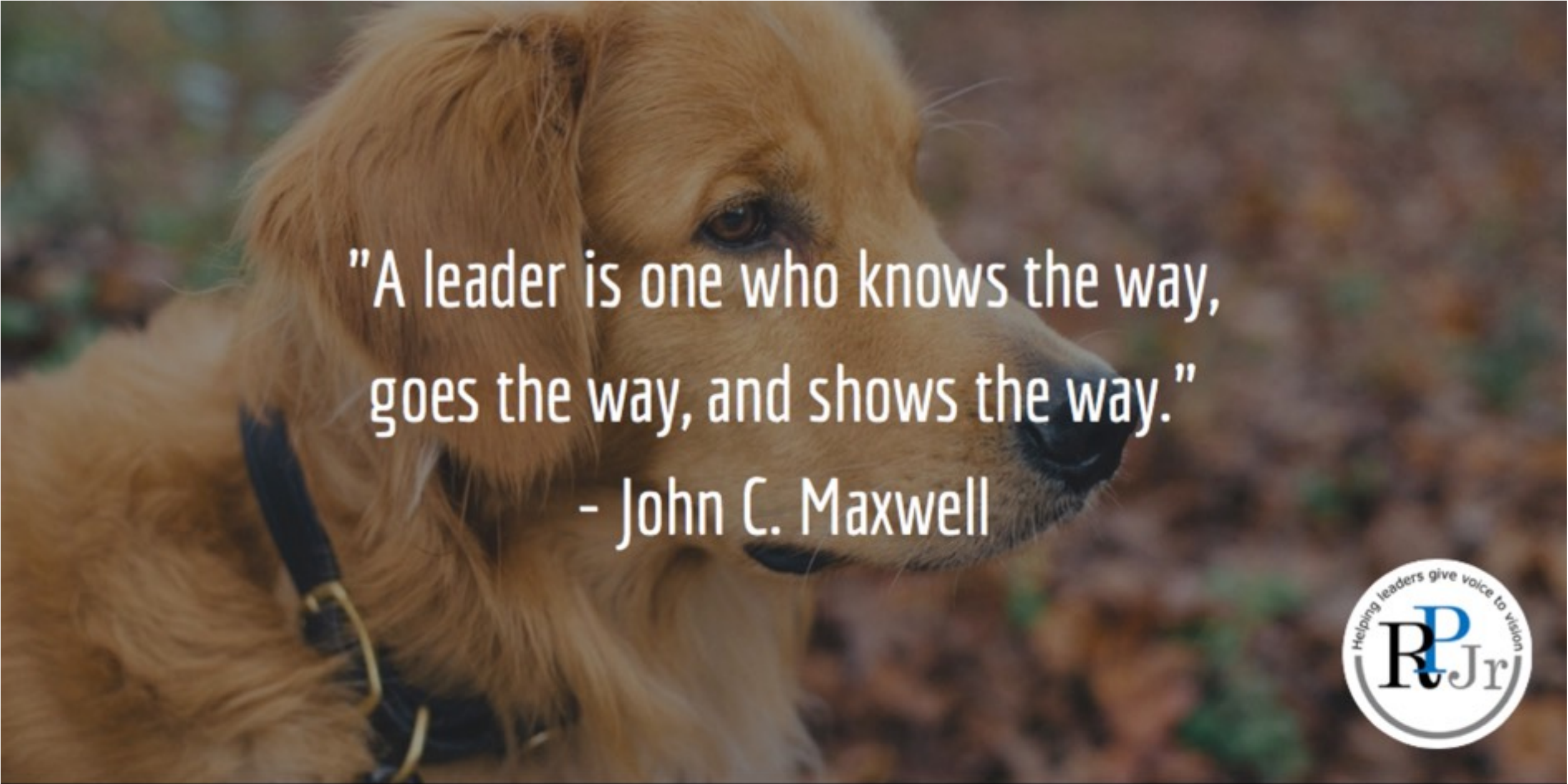
- Aristotle

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"Leaders communicate to light  
the next step on the path."  
– Russ Peterson Jr.





"A leader is one who knows the way,  
goes the way, and shows the way."  
- John C. Maxwell





"You can't play follow-the-leader if  
nobody moves."

- Russ Peterson Jr.




"True humility is not thinking less of yourself,  
it's thinking of yourself less."

- C. S. Lewis

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A high-angle, low-altitude shot looking down from the open bay of a military transport aircraft. Several paratroopers in full combat gear are seen in various stages of exit from the plane. The lead paratrooper is in the foreground, fully extended in a jumping posture. Below him, other paratroopers are visible, some already deployed with their parachutes. The ground below is a patchwork of green fields and brown roads, indicating a rural or semi-rural area. The aircraft's metal structure, including the floor and support beams, is visible in the foreground and sides.

"Leaders must be willing to  
step out first."

RussPetersonJr.com

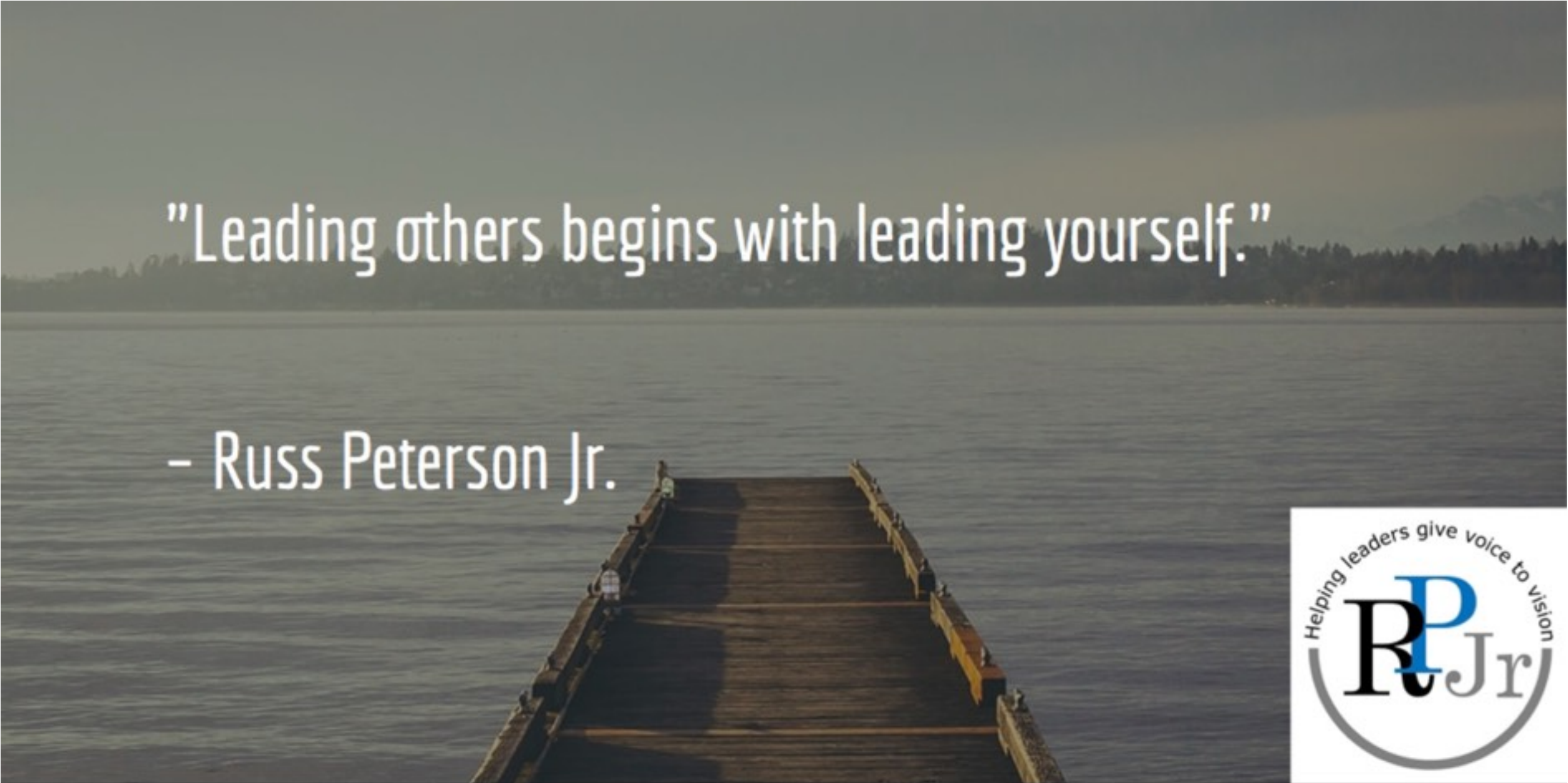




"The heart of the teacher lives  
for the mind of the student."

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"Leading others begins with leading yourself."

– Russ Peterson Jr.






“Leaders help others reach  
their full potential.”

- RussPetersonJr.com





“By definition, leaders aren't leaders  
unless they're going somewhere.”

- Russ Peterson Jr.

# Encouragement

Inspiration to persevere  
when times get tough

@RUSSPETERSONJR

"Expanding your horizons only happens when  
you push your limits."

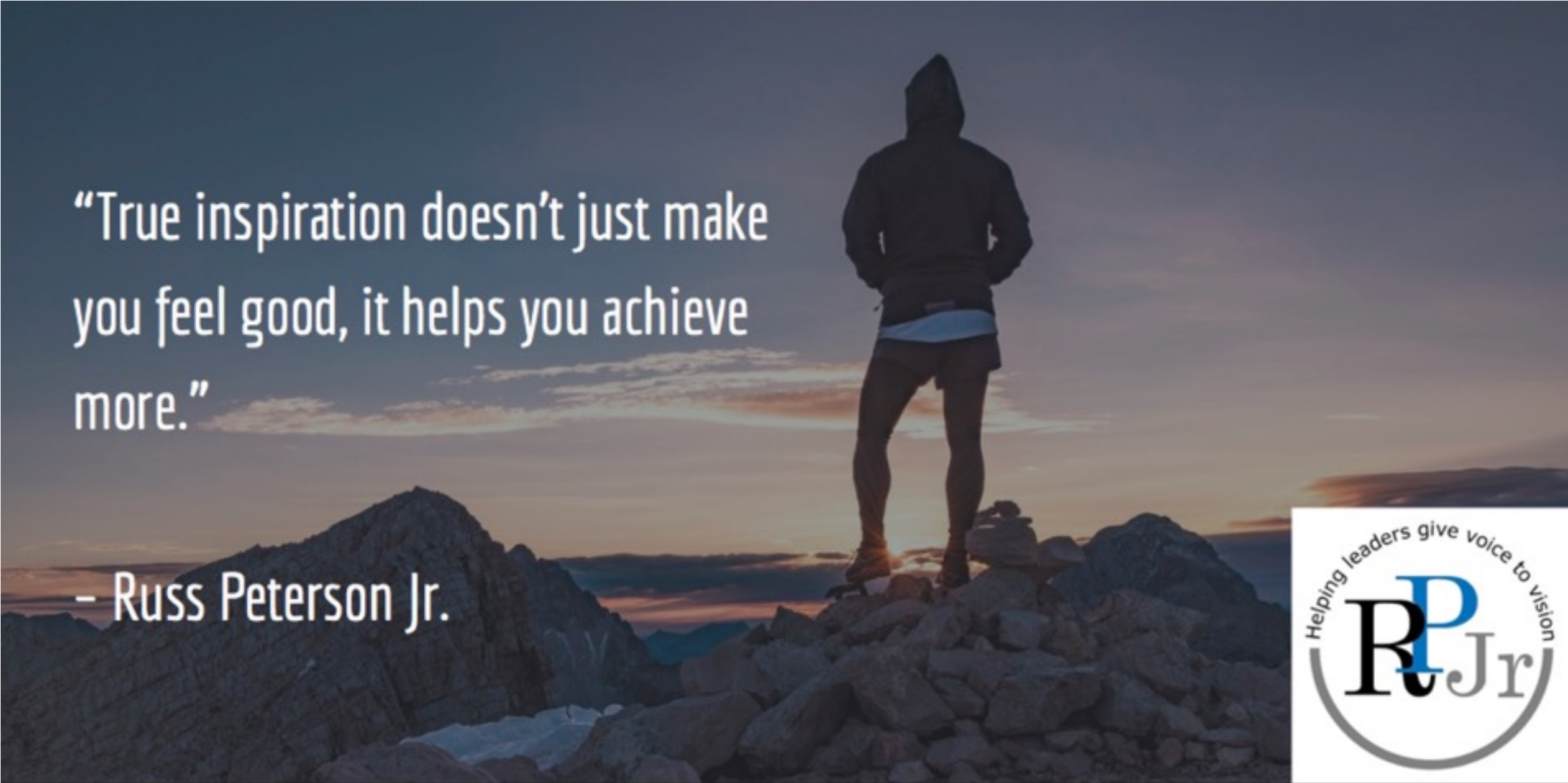
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Inform + Inspire + Implement  
= IMPROVE

RussPetersonJr.com





“True inspiration doesn’t just make you feel good, it helps you achieve more.”

– Russ Peterson Jr.



A photograph of a person in a plaid shirt falling from a white horse in a rodeo arena. The horse is rearing up, and the person is in mid-air, having just dismounted. The background shows a dirt arena and a wooden fence.

"It's not about falling down.  
It's about getting back up."


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When you think you know it all,  
you just stopped learning.

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A dramatic photograph of a space shuttle launching, with massive white plumes of smoke and fire billowing from the engines against a dark sky. The shuttle is positioned centrally, ascending towards the top of the frame.

"Every journey is just a dream until  
you take the first step."

RussPetersonJr.com



A portrait of Russ Peterson Jr., a middle-aged man with short, light-colored hair, wearing a dark suit jacket over a light blue patterned shirt. He is smiling slightly and looking towards the camera. The background is a blurred outdoor scene with green foliage and a brick wall.

“Perfection is a direction,  
not a destination.”

– Russ Peterson Jr.

Learn from the past.  
Build for the future.  
Live in the present.  
Russ Peterson Jr



"Get out there."

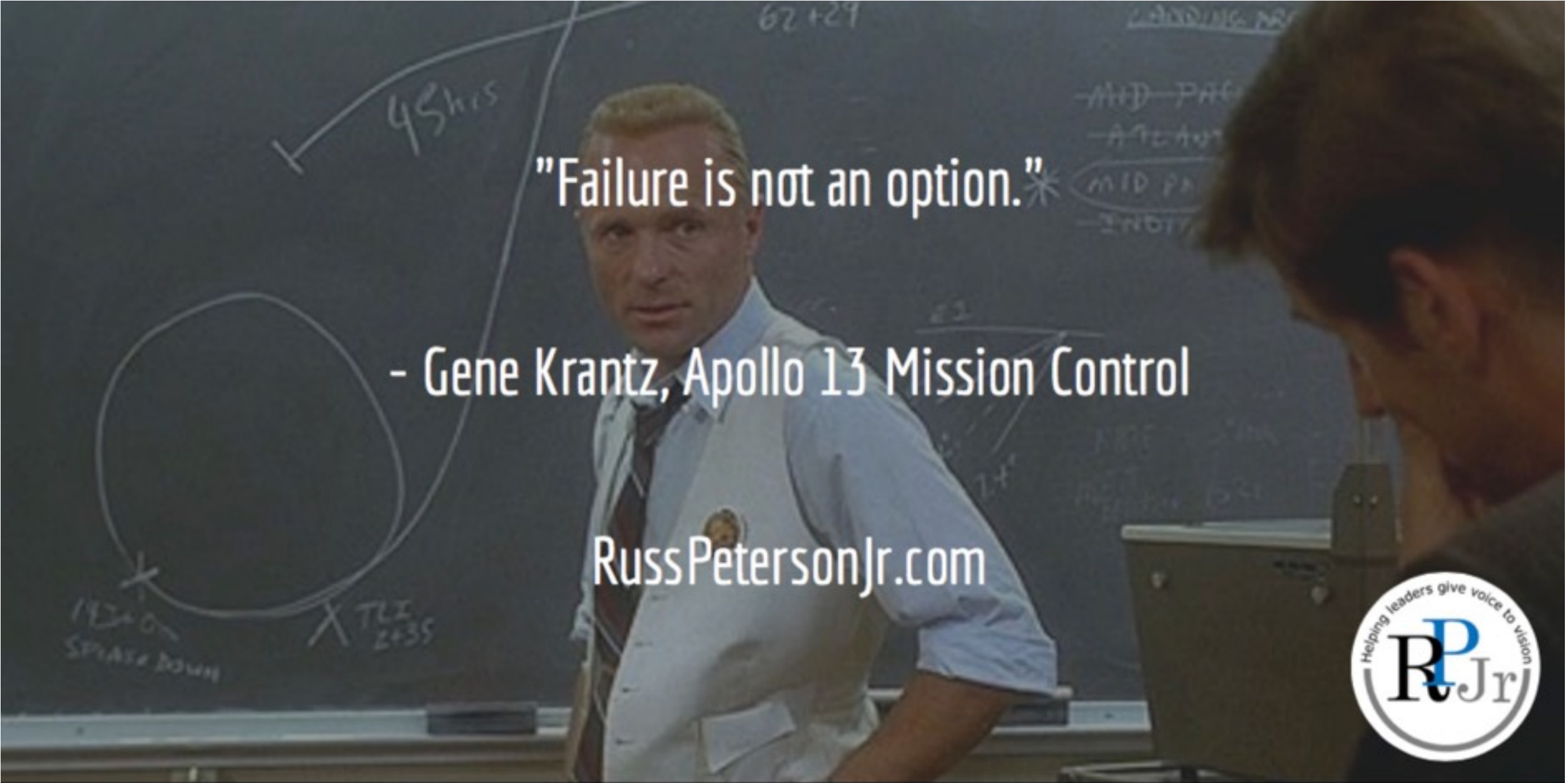
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"Never stop improving!"

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A photograph of Gene Krantz, a NASA flight director, standing in front of a chalkboard during the Apollo 13 mission. He is wearing a light blue short-sleeved shirt and a dark tie. The chalkboard behind him contains various handwritten notes and diagrams, including "45 hrs", "62 + 29", "LANDING AREA", "MID-PAGE", "ATLANT", "MID PA", "INDIC", "1430 ON", "SPARE DOWN", and "TLI 2+35".

"Failure is not an option.\*"

- Gene Krantz, Apollo 13 Mission Control

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A woman with long dark hair, wearing a black sports bra and boxing gloves, is shown in a boxing stance, hitting a large green punching bag. The background is dark and moody, with a spotlight effect on the woman and the bag.

"Don't give up...  
GET UP!"

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*"Take the attitude of the student,  
Never be too big to ask questions,  
Never know too much to learn  
something new."  
- Og Mandino*

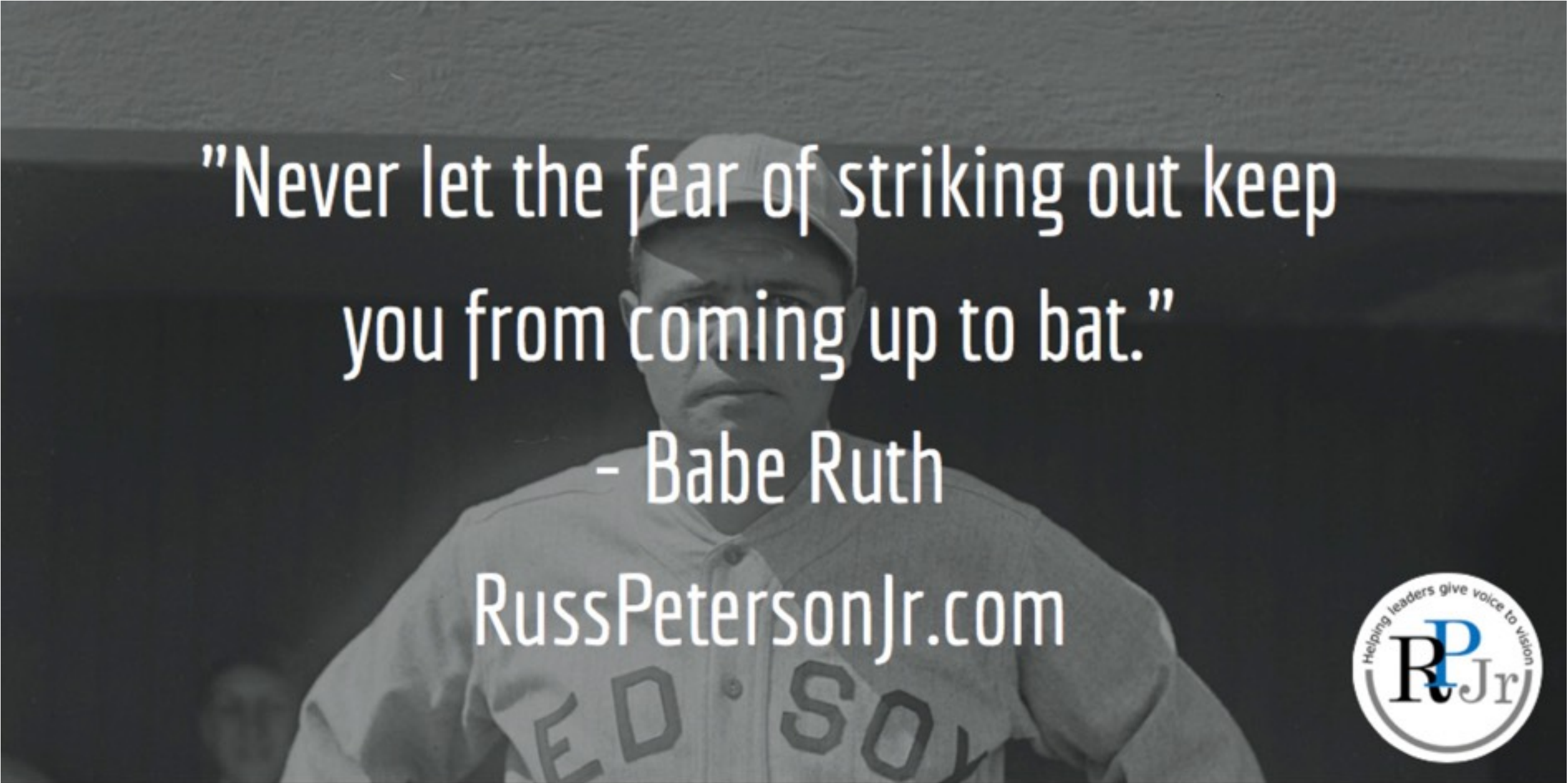


A close-up photograph of a person's hand adjusting a smartwatch on their wrist. The watch face is visible, showing the time 12:42 and some other icons. The background is a soft-focus image of a person's arm and hand.

"The easier a commitment is to break,  
the harder it is to keep."

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"Never let the fear of striking out keep  
you from coming up to bat."

- Babe Ruth

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The enemy will whisper...  
"You don't have what it takes!"  
When you hear it,  
you'll know you're on the right path.

- RussPetersonJr.com



"Sometimes seeing further down the path  
will require you to take another step."


– Russ Peterson Jr.





"Live the Exception!"  
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"Far and away the best prize that life has to  
offer is the chance to work hard at work  
worth doing."

- Theodore Roosevelt

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"The first step toward success is the willingness to take a step."


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"Don't allow your setbacks of yesterday  
to limit your possibilities of tomorrow."

- RussPetersonJr.com



A 3D rendered Mickey Mouse is shown from the waist up, sitting on a dark wooden bench and playing a piano. He is wearing his signature red shorts with yellow buttons. His right hand is on the keys, and his left hand is raised in a gesture. The background is dark with a spotlight effect on Mickey and the piano.

"The way to get started is to quit talking  
and begin doing." – Walt Disney

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