

Sticks and Stones

The words you use when you speak to someone can make a dramatic difference in that person's performance.

by Zig Ziglar

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As a child I heard the statement, "Sticks and stones may break my bones, but words can never hurt me!" As an adult, however, I quickly learned that nothing could be further from the truth. A thoughtless, cruel, condemning word, especially from a person you love or respect, can have a devastating effect for many years.

How many times have we heard someone say to a child, "You're just like your father," and they don't mean it as a compliment, or, "You'll never amount to anything. You're no good." "You can't learn math," or "You're just plain dumb."

On the other side of the coin, the proper words can inspire and encourage people to do some marvelous things with their lives. Sidney Harris points out that when most people tell you they're going to tell you something "for your own good," they generally proceed to tell you something bad.

How much better it would be if parents told their children something good "for their own good." For example, "If you continue to study your lessons like that, you have an excellent chance of winning a college scholarship," or, "If you continue to treat people that way, you will have friends all over the world." Or, "If you continue to work with the enthusiasm you now have, one of these days you will be the president of your own company."

Mother Teresa put it this way: "Kind words can be short and easy to speak, but their echoes are truly endless."

**The words you use when you
speak to someone can make a**

dramatic difference in that person's performance.

So, be nice, say something encouraging, and I'll SEE YOU AT THE TOP!



Zig Ziglar is known as America's Motivator. He is best known for his inspirational messages of hope through his 28 books and numerous audio and video recordings. To be inspired visit his website at <http://www.ziglar.com>

Based on the principles of founder, Zig Ziglar, the Ziglar Way conveys powerful life improvement messages that transcend barriers of age, culture and occupation. Delivered through personal development training and corporate training programs, the Ziglar Way has impacted more than a quarter of a

billion lives.

The Ziglar Way—a philosophy is born

The personal and professional development strategies you discover through Ziglar are all built on or related to a basic philosophy. A philosophy developed by Zig Ziglar more than 50 years ago.

A World War II veteran who grew up poor in Yazoo City, Mississippi, Zig worked in a succession of sales companies early in life. As his sales skills grew so did his interest in motivational speaking. During speeches, his messages of hope, encouragement and faith showcased his way of life—forming the Ziglar Way.

How the Ziglar Way makes a difference

Taking action, common sense, fairness, commitment and integrity form the basis for this way of life. And when you live by this philosophy you'll live a balanced life while achieving significance at both work and home.

All Ziglar programs focus on these key items - old and new. That's why Ziglar programs from the past continually change lives while newly developed personal and corporate training programs at Ziglar remain consistent with this basic philosophy.