PERSONAL GROWTH| PROFESSIONAL DEVELOPMENT | THINKING | WISDOM

Zig on... Braces

Straighten your teeth and you will have a winning smile. Straighten and strengthen your character and life will smile on you.

by **Zig Ziglar**

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Like most parents, my wife and I believe that straight teeth are a real asset to a person, so we invested in braces for three of our children who needed them. By spending a considerable sum of money for a beautiful smile, we have received more than a good return on that investment. When I see an adult wearing braces and the opportunity presents itself, I commend him or her for their foresight and willingness to suffer some temporary pain and possible embarrassment in order to achieve a long-term benefit.

I say all of this to point out that a good smile is important, but at the same time I would like to emphasize that good character is substantially more important.

I'm puzzled as to why we don't invest more of our resources in the teaching of a character foundation to more of our children. Evidence is solid that the foundation stones of honesty, character, integrity, the right attitude, hard work, thrift, dependability and a host of other character qualities are the things that separate those people who really succeed in their professions and personal lives from those who enjoy only moderate success.

Our founding fathers were taught those foundational qualities from birth. Actually, over 90% of all of the educational thrust in those days, according to the Thomas Jefferson Research Institute, was aimed at teaching ethical, moral and spiritual values. Its effectiveness is evidenced by the lives of Washington, Adams, Madison, Monroe, Franklin and numerous others.

I believe if all of us would analyze this approach to life, we would get just as enthusiastic about character development as we are winning smiles.

> **Straighten your teeth and you will have a winning smile. Straighten and strengthen your character and life will smile on you.**

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.