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The Theory of Relativity

We must have some absolutes in life; otherwise, obeying the law is "relative."

by **Zig Ziglar**

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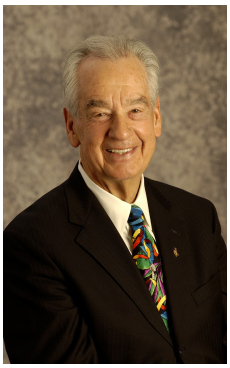

In our society today we hear clichés and repeat them, whether they make sense or not. For example, Shakespeare said, *"Nothing is either good or bad, but thinking makes it so."* A moment's reflection will convince you that thinking has nothing to do with whether rape, murder, etc., are good or bad. Those acts are bad. Many people today say, "Well, everything is relative," which is also absurd. We must have some absolutes in life; otherwise, obeying the law is "relative." There are several thousand laws on the books, so let's go down the list and choose the ones which are relative to us and, consequently, obey only them. Chaos would be the obvious result.

For the 85-year-old, driving 40 miles per hour might seem far too fast, while 90 miles per hour for the 17-year-old might not seem fast at all. A "bump" by a 300-pound NFL offensive lineman on a 290-pound defensive end would be relatively insignificant. The same force applied against a frail senior citizen could result in serious consequences.

> **As you ponder things of this nature, I believe you will come to the conclusion that the more things we make relative, the more chaos we're going to have in our society.**

It's safe to say that virtually every husband and wife in America does not want their mate to be "relatively" faithful. Most of us have even taken

vows that being relative has nothing to do with. We're going to love, cherish, honor and be faithful to our spouse. Add relativity and good or bad to that vow, and very few marriages would survive.

The list is endless, but I encourage you to eliminate much of this "relativity stuff," and this idea that "nothing is either good or bad but thinking makes it so" approach to life. Follow the moral absolutes which have stood civilization in good stead for several thousand years. Think about it. Embrace those moral absolutes and I will 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.