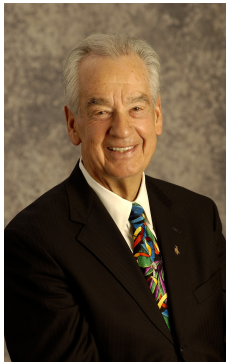


Finishing Well

The good guys and the good gals really do win.

by Zig Ziglar

667 words | 3 pages



Editor's Note: *This is a reprint of an article Mr. Ziglar wrote and was featured in a January 2011 newsletter. It speaks to living your life in such a way that you "finish well." In honor of Zig's extraordinary life, we want you to know how to also finish well in your life.*

Fortunately, there is a strong movement today in America to instill ethical behavior in the home, school and business environments. While I applaud the trend, I believe it's putting the cart before the horse. The horse, in my opinion, is integrity.

Integrity is who you are, a measurement of your character and, consequently, the determining factor in your behavior. Ethics are the result of our integrity.

It's true that people of integrity will occasionally do unethical things. However, it will be a rare occasion because, according to Dr. Joyce Brothers, you cannot consistently perform in a manner which is inconsistent with the way you see yourself.

Question: Do integrity and ethics work in our society of today? Well, according to an article in Forbes Magazine and reported by Seth Godin, it works for CEO John Teets of the Dial Corporation. I know Mr. Teets personally and I believe he epitomizes what we're talking about. According to Forbes, he is the opposite of the cold-hearted CEO,

ensconced in an isolated executive suite. Personal tragedies and early obstacles have made him deeply spiritual. His Horatio Alger-like rise from mean circumstances has deepened his humanity rather than snuffed it out. He is generous; he takes a keen personal interest in the people who work for him. He demonstrates that commerce and religion are not incompatible and, in fact, that religion can help an executive be more sensitive to the needs of others, which is the essence of business—fulfilling the needs and desires of customers in an ethical manner.

Message: The good guys and the good gals really do win. They not only live well, they finish well. They have more of the things money will buy and all of the things that money won't buy. So wake up, America! Let's take one step back and build some integrity in our young people. The ethics will naturally follow. Think about it. Live with integrity 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.