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# Character is the Issue

*Phil Dawson is the kicker for the Cleveland Browns. Read about one of the toughest decisions he had to make.*

by **Zig Ziglar**

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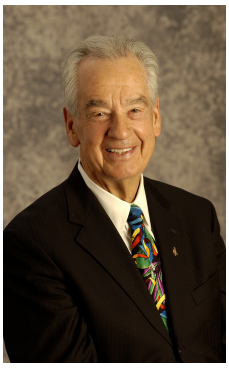

Phil Dawson is the kicker for the Cleveland Browns. When he was a 20-year-old former All-American high school football player entering his second year at the University of Texas, he was selected as the top place kicker in the country by Playboy magazine for their pre-season, All-American team. Each year the chosen players are flown to a resort where the week-end culminates in a photo shoot, providing the pictures for the "Pigskin Preview" in the October issue of Playboy.

This recognition was pretty heady stuff for Phil and initially he was elated. When reality set in he realized that he could not participate in the Playboy event. He sought counsel from his family, friends, and the Longhorns chaplain before formally rejecting the award. He wanted to be certain he was making the right decision. The toughest thing was telling Coach Mackovic, but he considered his faith more important and he specifically stated that Playboy was degrading to women. Phil graciously explained that he was not saying that all the people who accept the Playboy award are wrong and he pointed out that, "The last thing I wanted to do was come across as arrogant.

## It's just an issue with the kind of role model I want to be."

While he was in college, Phil would regularly speak to kids in Austin and Dallas about moral values, urging them to say no to drugs, irresponsible drinking and premarital sex. He put a lot of effort into being a role model and, as he pointed out, he didn't want some youngster saying, "Well, he's just talking. The other night he was at the Playboy Mansion."  "It was a credibility issue with me," Phil explained as he stated, "This is one of the

hardest decisions I've ever had to make but I couldn't be happier with what I've decided."

Phil Dawson has continued to take this same approach throughout his life, and has enjoyed success in football and in life. Think about it and I'll SEE YOU AT THE TOP!

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**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.