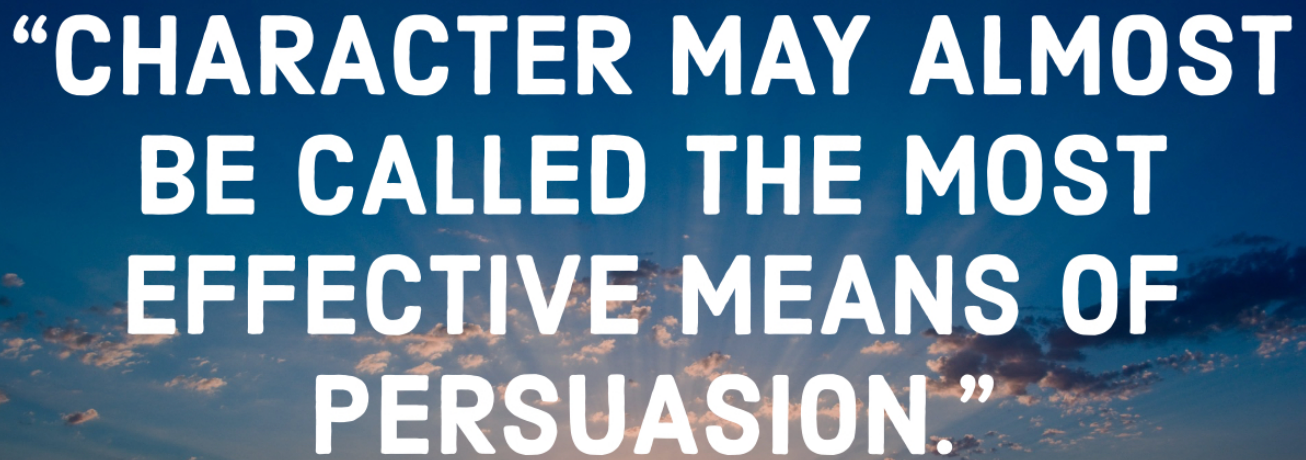


# The wind and the sun



**“CHARACTER MAY ALMOST  
BE CALLED THE MOST  
EFFECTIVE MEANS OF  
PERSUASION.”**

**– ARISTOTLE**

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*The wind and the sun*

An Aesop fable

The wind and the sun argued one day over which one was the stronger. Spotting a man traveling on the road, they sported a challenge to see which one could remove the coat from the man's back the quickest.

The wind began. He blew strong gusts of air, so strong that the man could barely walk against them. But the man clutched his coat tight against him. The wind blew harder and longer, and the harder the wind blew, the tighter the man held his coat against him. The wind blew until he was exhausted, but he could not remove the coat from the man's back.

It was now the sun's turn. He gently sent his beams upon the traveler. The sun did very little, but quietly shone upon his head and back until the man became so warm that he took off his coat and headed for the nearest shade tree.

***Moral:*** *Gentle persuasion is stronger than force.*

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