

## *Force vs. Persuasion*

Force and persuasion:  
both are exercises of  
power,  
but force is external,  
relying on coercion,  
whereas persuasion is internal,  
stemming from conviction.

Force threatens and punishes;  
persuasion promises and fulfills.  
Force commands and demands;  
persuasion lures and elicits.

Force looks for conformity  
and desires uniformity;  
Persuasion requires conversion  
and respects diversity.

Force produces only  
specious obeisance;  
authentic obedience  
comes solely from  
persuasion.

Persuasion presumes  
dialogue,  
respecting your personality.  
Force prefers  
domination,  
subjugating your individuality.

Force takes  
prisoners;  
persuasion makes  
partners.  
Force pushes and shoves;  
persuasion pleads and nudges.

Force is aggressive  
and possessive;  
Persuasion is gentle  
and unprepossessing.

Force wants to eliminate  
opposition and conflict;  
persuasion deals with  
difference of opinion.

Force proclaims:  
“might makes right.”  
Persuasion responds:  
“right *is* might.”

Force seeks to  
be deliberate;  
persuasion likes  
to deliberate.

Force strives to  
break your will.  
Persuasion looks straight  
into your heart.

Force can cause pain  
and inflict suffering;  
persuasion will  
accept persecution  
and redeem hardship.

Where there is  
violence and injustice,  
force retaliates with  
retribution and vengeance;  
persuasion offers  
forgiveness and reconciliation.

Notice how people resort  
to force,  
when they fail  
to persuade.  
It is more difficult  
to be persuasive  
when force is facile  
and the easy way out.

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