

Coercion vs. Conversion

Those who try to
modify behavior
by coercion
would be better off
considering conversion.

Under coercion
you don't change--
you conform.
Undergoing conversion
you not only change--
you transform.

Coercion imposes
pressure and control;
conversion proposes
persuasion and freedom.

Coercion guarantees
external conformity;
conversion ensures
interior conviction.

Coercion pushes and shoves;
conversion cajoles and entices.
Coercion prescribes and demands;
conversion inspires and motivates.

Coercion is the
tool of tyrants
for subjects.
Conversion is the
lure of leaders
for citizens.

When society fails
to leap forward to
profound conversion,
it slips backwards to
severe coercion

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Fr-Walter@nyc.rr.com

www.fatherwaltersparish.org

