

"From Stettin in the Baltic to Trieste in the Adriatic an *iron curtain* has descended across the Continent."
(Winston Churchill)

President Carter's Secretary of Health, Education and Welfare, Joseph A. Califano, Jr., compared cigarette smoking to "slow-motion suicide" in a graphic figurative analogy.

"If you can't stand the heat, stay out of the kitchen," was President Harry S. Truman's philosophy about pressure.

In 1954, President Eisenhower explained his concerns about a Communist takeover of Southeast Asia, beginning with Vietnam and leading to Thailand and Pakistan, by comparing it to a series of dominoes. "You have a row of dominoes set up and you knock over the first one, and what will happen to the last one is the certainty that it will go over very quickly. So you have a disintegration that would have the most profound influences." The "domino theory" was later used to justify American intervention in Vietnam.

In his speech *The Bullet or the Ballot*, Malcolm X employed a figurative analogy comparing Black Americans to someone with an empty plate at a dinner. "I'm not going to sit at your table and watch you eat, with nothing on my plate, and call myself a diner. Sitting at the table doesn't make you a diner, unless you eat some of what's on the plate."

The Reverend Martin Luther King, Jr. used an elaborate figurative analogy in his *I Have a Dream* speech comparing discrimination to a familiar event. "When the architects of our republic wrote the magnificent words of the Constitution and the Declaration of Independence, they were signing a promissory note to which every American was to fall heir. Their note was a promise that all men - black men as well as white men - would be guaranteed the unalienable rights of life, liberty and the pursuit of happiness. But it is obvious today that... America has given the Negro people a bad check - a check that has come back marked 'insufficient funds'".

The Puritan minister Jonathan Edwards used figurative analogies in his July 8, 1741, sermon *Sinners in the Hands of an Angry God* to clarify and explain what he saw as the complex concept of God's wrath towards a sinful people. "The wrath of God is like great waters that are dammed for the present; they increase more and more, and rise higher and higher, till an outlet is given; and the longer the stream is stopped, the more rapid and mighty is its course, when once it is let loose," and "The God that holds you over the pit of hell, much as one holds a spider or some loathsome insect over the fire..."

In 1940, President Franklin D. Roosevelt justified the Lend-Lease Act with what is arguably the most famous figurative analogy in American public speaking. As a neutral country, the U. S. could sell arms to any combatant. Roosevelt wanted to sell Britain arms, but the British didn't have the money to pay for them. The Lend-Lease Act "loaned" Britain destroyers, aircraft, tanks, etc. They would be returned when the British were done using them. Roosevelt simplified a complex diplomatic issue for the American people by comparing it to an event about which there was no argument. "Suppose my neighbor's house catches fire, and I have a length of garden hose. If he can take my garden hose and connect it up with his hydrant, I may help him put out the fire. Now what do I do? I don't say to him before that operation, 'Neighbor, my garden hose cost me \$15; you have to pay me \$15 for it.' What is the transaction that goes on? I don't want \$15-I want my garden hose back after the fire is over." Ultimately, the Lend-Lease act "lent" nearly fifty billion dollars worth of supplies to Britain, the Soviet Union and their allies.

"Life is like a box of chocolates, you never know what you are going to get."

"Being a scientist is like doing a jigsaw puzzle in a snowstorm at night--you don't have all the pieces--and you don't have the picture to work from."

"Efficient management without effective leadership is like straightening deck chairs on the Titanic."

Her date was pleasant enough, but she knew that if her life was a movie this guy would be buried in the credits as something like "Second Tall Man."

A tale is told about the Buddha, Gautama (563-483BC), the Indian prince and spiritual leader whose teachings founded Buddhism. This short story illustrates that every one of us has the choice whether or not to take personal offence from another person's behaviour.

It is said that on an occasion when the Buddha was teaching a group of people, he found himself on the receiving end of a fierce outburst of abuse from a bystander, who was for some reason very angry.

The Buddha listened patiently while the stranger vented his rage, and then the Buddha said to the group and to the stranger, "If someone gives a gift to another person, who then chooses to decline it, tell me, who would then own the gift? The giver or the person who refuses to accept the gift?"

"The giver," said the group after a little thought. "Any fool can see that," added the angry stranger.

"Then it follows, does it not," said the Buddha, "Whenever a person tries to abuse us, or to unload their anger on us, we can each choose to decline or to accept the abuse; whether to make it ours or not. By our personal response to the abuse from another, we can choose who owns and keeps the bad feelings."

A consultant was asked to give a talk at a sales conference. The CEO asks him to focus on the importance of cooperation and teamwork between the sales and marketing teams, since neither group has a particularly high regard for the other, and the lack of cohesion and goodwill is hampering effectiveness and morale. The marketing staff constantly moan about the sales people 'doing their own thing' and 'failing to follow central strategy'; and the sales people say that the marketing people are all 'idle theorists who waste their time at exhibitions and agency lunches' and have 'never done a decent day's work in their lives'.

Being a lover of rugby, the consultant decides to use the analogy of a rugby team's forwards and backs working together to achieve the best team performance:

".....So, just as in the game of rugby, **the forwards**, like the marketing department, do the initial work to **create the platform and to make the opportunities**, and then pass the ball out to **the backs**, the sales department, who then use their **skills and energy** to **score the tries**. The **forwards** and the **backs**, just like **marketing** and **sales**, are each good at what they do: and they **work together** so that the **team wins**..." said the consultant, finishing his talk.

The audience seemed to respond positively, and the conference broke for lunch. At the bar the consultant asked one of the top sales-people what he'd thought of the analogy - had it given him food for thought?

"Yes, I see what you mean," said the salesman, "It does make sense. The sales people - the backs, yes? - the backs need the marketing department - the forwards, yes? - to make the opportunities for us, so that we, the backs, can go and score the tries - to win the business. We work together as a team - each playing our own part - working as a team."

The consultant beamed and nodded enthusiastically, only to be utterly dashed when the salesman added as an afterthought, "I still think our forwards are a bunch of"!

Charles Plumb was a navy jet pilot. On his seventy-sixth combat mission, he was shot down and parachuted into enemy territory. He was captured and spent six years in prison. He survived and now lectures on the lessons he learned from his experiences.

One day, a man in approached Plumb and his wife in a restaurant, and said, "Are you Plumb the navy pilot?"

"Yes, how did you know?" asked Plumb.

"I packed your parachute," the man replied.

Plumb was amazed - and grateful: "If the chute you packed hadn't worked I wouldn't be here..."

Plumb refers to this in his lectures: his realisation that the anonymous sailors who packed the parachutes held the pilots' lives in their hands, and yet the pilots never gave these sailors a second thought; never even said hello, let alone said thanks.

Now Plumb asks his audiences, "Who packs your parachutes?..... Who helps you through your life?.... Physically, mentally, emotionally, spiritually?..... Think about who helps you; recognise them and say thanks."