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Is A White Lie Worth The Risk?

By **Judy Piccaro**

There are many circumstances in which it would be easy to enlist the aid of 'white lies' in the era we live in today. 'The check is in the mail' when in actuality it won't be mailed until tomorrow. 'She/he is in a meeting – out to lunch – gone for the day' instead of stating that she/he is unavailable and take a message. 'No we didn't get your fax' when it has actually come through hours before but gone unnoticed and unattended by the staff. A majority of humanity reacts favorably to honesty and integrity.

Often when the word 'integrity' is spoken it brings to mind a picture of trustworthiness and truthfulness.

Definitions for the word 'integrity' are: 1. Wholeness, Completeness 2. unimpaired condition, soundness 3. honesty, sincerity. A more current definition indicates that integrity is 'comprised of the personal inner sense of wholeness – an honesty and consistency of uprightness of character'. Thus a relationship with an individual or business that promotes integrity would suggest an ethical relationship. One in which honesty and trustworthiness would be understood.

Is it possible that a definition of excellent Customer Service could include white lies? First and foremost, the definition of white lies has changed dramatically in the past 25 to 30 years. Webster's New World Dictionary – published in 1974 – indicates that a "white lie" is 'a lie about a trivial matter often told to spare someone's feelings.'" Yet a current definition suggests: "...is a lie which is believed harmless or innocuous, or is in accordance with the conventions of the culture". Does this imply that we have become more complacent about accepting and indulging in "white lies". A "lie" – from current AND older resources – is an intentionally false statement. Albeit a "white lie", "lying by omission" or "just a lie" – it is still lying.

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It is human nature to want to believe and trust. It is when a trust is broken that the problems begin – in all relationships. After we have been lied to, it is natural to disbelieve thereafter.

The success or failure of a service business is based on its customers. Satisfied, happy, trusting customers are essential to success. A business that has a solid foundation and where the essence of excellent customer service is an innate practice of every day's operation has no need for "white lies".

So the business owner must decide if the 'white lie' is worth the risk of breaking the trust of your customers.

Assistant to the President – The Tab Store

<http://www.gpxtabs.com>

Honesty, Integrity, Values,

Unparalleled Customer Service.

When I Lie Safe In Your Arms

By Emmanuel Emesakoru

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When I lie here safe in your warm arms
Defenseless at the mercy of your charms
A weakling I turn staring into your eyes
I lose my strength in this new paradise

This paradise of encircling warmth I love
For it's cool as the rainfall from above
That falls upon my skin and makes it shine
Knowing that you're always mine and fine

When I lie here safe in your strong arm
Though I'm weak but I'm safe from harm
I feel my bones turn into water and flow
My dead feelings gently kindle and glow

This glowing feeling compares to the galaxy
For it always brings me closer to sweet ecstasy
When I lie here safe in your soothing arms
Boneless, defenseless at your irresistible charms

There's really nothing about me. I am Emmanuel Emesakoru, a budding poet who desires to live

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someday by the poetic works of my hands someday in the United states and make a fine name, just writing poetry.

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