



March 2009

# Character Council Educator Quality of the Month Sincerity

**Sincerity:**  
**Eagerness to do what is right  
with transparent motives.**

## **I will:**

- I will be all that I can be
- I will take responsibility for my own actions
- I will respect others' opinions
- I will always mean what I say
- I will not take advantage of other people

You've heard the Army commercials advertising "All That You Can Be". This could also be the slogan for Sincerity. (You'll notice it is even one of the I wills!) This month, we want to focus the statement on being all that YOU can be and not trying to imitate someone else.

- ☺ **ARMY** – Discuss the Army slogan of "Be All That You Can Be" with the students. Then write out the letters to the word ARMY vertically on the board or you can reproduce it on paper for each student or group of students. Using these letters ask the students to come up with words or phrases that start with these letters that describe someone who is Sincere. Some suggestions: **A** – authentic, actual, **R** – real, respectful **M** – moral, mean what they say, **Y** – Yours truly. (This almost certainly requires the use of a Thesaurus.) Another way to do this is to use the A for Always and the R for Rarely and come up with behaviors of sincere people that would fall into these two categories. When you are done with that, go back to the word ARMY and the letters that are left spell MY so have them choose a behavior from either list – one they recognize in themselves (as MINE) – if it is on the A list they will want to continue it or if it is on the R list they will want to work on eliminating it. It is not necessary for them to share which one they choose.
- ☺ **What's in Your Wallet?** (Borrowed from the Citibank Vikings commercials). Begin the exercise by telling this story: A long time ago (before cell phones), a rich and famous man took a trip in his car. He had traveled far and was thinking about other things and didn't pay attention to his gas tank. He ran out of gas. Since it was very late, he decided to walk back to a hotel he had recently passed. When he went in to get a room, he realized he had forgotten his wallet. He tried to convince the hotel clerk that he was rich and that one of his assistants would bring his wallet to him in the morning. The clerk didn't believe him and sent him on his way. The rich man walked back to his car and spent the night there. In the morning, he went back to the hotel and used the phone to call someone from his office to bring his wallet. The point? It doesn't matter how much money you have if you can get to it. Same goes for skills and talents. The human brain is capable of so much more than what the average human uses it for. If you don't spend time to recognize and develop skills and talents, you will not have them to use when you need them. For this exercise, give the students each a piece of paper with the outline of a wallet drawn on it. They are to write down a skill or a talent that they have and would like to increase or one that they would like to develop. Younger students may need to draw a picture of something that they can do well.
- ☺ **Write Your Own Jingle** – There are a lot of TV Commercials with jingles and slogans that can be used to describe Sincerity. Let the kids suggest slogans all month long. Find a place in the room where they can be posted. Here are a few examples: Got Sincerity? (Got milk?) Pardon me, Do You have any Sincerity? (Grey Poupon). Choosy mothers choose Sincerity (Jif).

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