The North Wind and the Sun
by Aesop

A log time ago, the Sun and the North Wind argued over who was more powerful.
While they argued, a Traveler passed along the road wrapped in a cloak. “Let’s have a contest.” said the Sun, “Whoever can get that man to remove his cloak is the strongest.”
“O.K.,” growled the North Wind, and at once sent a cold, howling wind against the Traveler.
But the harder and colder he blew, the tighter the man held his cloak around his body.
Then came the Sun's turn. At first he beamed gently upon the traveler.
Soon the man took off his cap and mopped his brow.
At last he became so hot that he took off his cloak, and, to escape the hot sunshine, threw himself down in the shade of a tree by the roadside.
"How did you do that?" asked the Wind.
"It was easy," said the Sun, "By being gentle and kind, I got my way."

(Persuasion is better than Force.)