

### Billy Graham And The Modern Day Firm

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Billy Graham, the "Pastor to the presidents," had a rule: avoid being alone with any woman other than his wife. His rule became so well-known that writers named it the "Billy Graham Rule." The rule appears to have served him well. He has appeared over 50 times on Gallup's list of most admired men and women, including one stretch of 49 consecutive years.

Notably, the application of the Billy Graham Rule was not limited to Billy Graham. To avoid the appearance of impropriety, some leaders in business across America accepted it as their own standard for interacting with members of the opposite sex in the workplace.

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