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Difficult to reach

Moving hurts. Bending down to pick up boxes, lugging mattresses and carrying recliners and loveseats is backbreaking work. By the end of a long day of moving your things, your muscles will ache. You've had a workout and you're ready for an ice cold beverage and a cushy spot on the couch. But beyond the cardboard boxes of books and plates, and the various weighty furniture pieces, are certain items that are especially difficult to move -- almost impossible. They're so challenging that they require preparation, tender loving care and maybe even the help of a specialized moving professional. Which belongings are the most difficult to move from one abode to another? Find out on the next five pages. If you have an aquarium full of fish, then you have a moving challenge. Fish often don't survive the sloshing around and temperature changes involved in a move. Many Web sites simply advise you to sell or give away your fish and the aquarium to someone who lives close by. That way, the fish don't have to endure a long car ride. But if you decide to move the aquarium and the fish, here are some tips: Put your fish into a holding container. Drain most of the tank but keep some of the water - you want to have the same bacteria colony when you reassemble and fill the tank at your new home. If you have aquarium plants, pour some of the aquarium water into a bag and store the plants in there. Store the filter in a chemical-free container. It's best to move your aquarium and fish in your vehicle, rather than have the movers put them into the moving truck. They don't seem finicky, but they are. A move can be traumatic for a plant. So you need to handle the situation very carefully. If your plants are in ceramic planters, it's best to move them to plastic planters a few weeks before the move. Plastic planters are much lighter, and you can pack up your ceramic planters to be sure they don't get damaged during the move. You'll want the plant to get used to the plastic container well before it's moved. Plants also need to remain in a temperature-controlled environment. So putting them in the back of a moving truck for days on end in 100-degree-Fahrenheit (37.7-degrees-Celsius) heat is not a good idea. Put the plant in the car with you where the temperature is just right. If you own a 1,200-pound (544-kilogram) grand piano, you're in trouble. These instruments are oddly shaped, extremely heavy and very difficult to get into a new home. Many people simply hire a piano moving service to do the dirty work for them -- and that may be the best idea, especially if your new home is going to present a challenge. For example, piano movers have been known to use a crane to hoist the piano through a window. Otherwise, the job usually requires a special piano dolly. If you're moving to a building with a freight elevator, you're in luck. Moving art can be a stressful task. For one thing, it's special. It can be expensive and it usually has some sentimental value. For another, it often includes glass, and nobody wants nicks in their frames. The best thing to do is to wrap each frame in bubble wrap or newspaper and then tape cardboard box pieces to each side to protect it. A group of wrapped frames can then be put into one box together for easy carrying. If you're packing sculptures, you'll need a box one-third larger than your piece of art. Wrap the sculpture in bubble wrap and/or newspaper. Be sure the box is packed tight with stuffing. That should protect the sculpture. The problem with TVs is that they can be quite large and heavy, and the monitors can be easily damaged. It's difficult to know whether to wrap a TV in a blanket and simply carry it as is, or put it inside a box and pack it. Both methods are acceptable. If you decide to wrap it in a blanket, do it like so: Unplug the TV from the wall and detach any cables. Spread the blanket on the floor in front of the TV, and place the TV on top of the blanket. Then wrap the blanket up and around the TV and tape it in place. Or, you can put the TV back into the box it came in. If you decide to put it back into the box, then be sure it's packed tightly so that it doesn't shift around when it's moved. If you're moving a plasma TV, never put the screen face down on the floor or the ground because this can hurt the unit. Who are difficult people? -- people who irritate us -- people who make us lose control over a situation -- people who use manipulation to get what they want -- people who make us feel anxious, upset, frustrated, angry, etc. Dealing with difficult people means dealing with difficult behavior! If your response to their behavior is negative, you will contribute to their difficult behavior. You may not be able to change their behavior -- people only change when they want to change. However, you can manage your own response or reactions to their difficult behavior. Knowing how to communicate effectively will hopefully influence them in a positive way as you are acting as a model for proper behavior in a difficult situation. What makes people difficult? -- Their needs are not being met! -- They have high need for human intimacy but fear closeness. The need for intimacy brings them towards others emotionally but their fear of closeness pushes them away. When they become difficult, they succeed when they are rejected. If you respond to their hurt and their desire for closeness not to their difficult behavior, their difficult behavior will stop or at least, will decrease. Common reaction when dealing with difficult people 1. You defend yourself. -- When someone is rude and angry, you feel attacked verbally. You become defensive and find reasons to excuse the problem. This is an automatic response. -- They do not care whether you or somebody else made the mistake. They just want for the problem to be resolved. -- This is a no-win situation for you. You become defensive and frustrated. They remain difficult as the problem has not been solved. 2. You're upset. However, you do not say anything and concentrate on solving the problem. -- Even though you're not showing your emotions, you're upset and without realizing, you are absorbing their anger. Eventually, you will release your anger. You may become irritable with your peer, supervisor, spouse, your dog or worse, you start drinking to get into a better mood or to relax. -- This is a win situation for them as they got what they needed. However, this is a no-win situation for you. You are still upset and displace your anger towards others even though they had nothing to do with the situation. 3. Before responding, recognize that they are angry at the situation, not you. You just happen to be there so you become the recipient of their anger or frustration. -- Since they are angry at the situation, not you, there is no need for you to become defensive! -- You accomplish this by: -- asking questions to clarify the problem -- paraphrase the problem to demonstrate your understanding of the problem. Basic Communication Skills 1. Paraphrasing: to express meaning in other words; to re-phrase; to amplify a message. -- If you are repeating what they tell you, that's not paraphrasing- that's parroting. -- If you ask for confirmation of your understanding of the problem, that's paraphrasing -- Paraphrasing is essential in communication. It shows that you listen and understand their situation. 2. Interpretation Many words mean different things to different people. Do not make assumptions that you know what they are, especially when the information is not clear. Very often, we hear what we want to hear. Clarify the information being given! 3. Do not offer your opinion When someone is upset, he is not interested in your opinion of what happened. He just wants for the problem to be resolved. -- Ask questions and paraphrases what they are telling you, to check your understanding of the problem. -- Establish a plan of action. -- Set a deadline for the problem to be resolved. -- Follow-up! 4. Make the best of a bad situation -- Remain calm. -- Do not argue or make accusations. -- Check your understanding by paraphrasing what the client said. -- Be consistent in your response. 5. Listening. We spent 80% of our conscious hours using basic communication skills; writing, reading, speaking and listening. Listening accounts for more than 50% of the time. We listen in spurts. Most of us are unable to give 100% attention to what's being said for more than 60 seconds at a time. We concentrate for a while, then our attention lags, then we concentrate again. -- We speak at a speed of 125 to 150 wpm. Yet, we're capable of listening at a speed of 750-1,200 wpm. -- Ways to improve your listening skills: -- pay attention to what is being said -- do not make assumption -- paraphrase what is being said -- listen for feelings Argument photo available from Shutterstock For marketers pondering content options, India can be a vexing place. There are 700 million people sprawled across 600,000 rural villages, only 46 percent of whom have access to TV--and that's on a good day. Regular power outages can last three or four days at a stretch. SPONSORED CONTENT: Explore the evolving science of content marketing: the consumer's needs, the tools employed, and the latest learnings from the best brands in the business--with an eye toward the future of brand content marketing. Click here for more Content & Pervasive Creativity. And even when the grid is humming, other forms of disconnect can kick in. For example: It's not uncommon to see a shampoo ad showing someone lathering up in a luxurious bathtub. That imagery might appeal to a typical low-income family watching TV in their house in the slums of Mumbai--but many people in smaller Indian villages don't even have a bathroom. In other words, villagers' needs and aspirations might not differ dramatically from their urban counterparts, but their points of reference do. Reach is not equal to connection--and there's no point in bombarding them with communication that means nothing to them. That means that reaching this critical market--which accounts for 40 percent of India's total consumption--requires thinking creatively about content. That was Hindustan Unilever's approach with its soap, Lifebuoy. A bit of background: An estimated 2 million children in developing countries die every year of diseases related to poor hygiene. Since it's founding, Unilever has had a strong commitment to hygiene and public health. Hindustan Unilever believes the simple act of hand-washing with soap could cut down on that tragic rate of infant mortality, and that gets reflected in all of the brand's communications. But changing old-age habits, and moving millions of people towards action, is a different story. Progress can be frustratingly slow. Then, in February, the people at Unilever spotted a unique opportunity. A staple served at almost every Indian meal, Roti is always eaten with your hands. Every 12 years the city of Allahabad witnesses the largest congregation of religious pilgrims on the planet: the Maha Kumbh Mela. One hundred million Hindus descend on the city to take a holy dip at the Ganges River, and for over a month they pray together, live together, and eat together. Many marketers look at them as one enormous captive audience--but their messages often don't resonate. (Remember: Reach does not equal connection.) Lifebuoy, however, saw a massive opportunity to provoke a behavior change in a meaningful and memorable way. Allahabad is a dusty, dirty place during the festival, and maintaining hygiene is not necessarily at the top of the attendees' minds. The people at Hindustan Unilever had an idea: What better way of reminding people to wash their hands than just as they are about to eat? The company's marketers sent 100 promoters to set up shop at 100 kitchens and use heat-stamp devices to print a message on 2.5 million fresh pieces of roti, or Indian bread. The message said, simply, "Have you washed your hands with Lifebuoy?" A simple message that asks, unforgettably, "Have you washed your hands with Lifebuoy?" Roti is a staple served with almost every Indian meal, and the only way to eat it is with your hands, says Vipul Salvi, national creative director for OgilvyAction. The words were impossible to miss or ignore--or, hopefully, forget. It's reasonable to expect that many pilgrims will keep talking about it even after returning home, and that some will remember the message every time they sit down to eat. There's no standardized way of measuring the effectiveness this type of content. But on a total investment of \$36,000, Unilever reached more than 5 million people directly. That's a cost of less than 1 cent per contact. And there's a sense it made a difference. "The Lifebuoy Roti Kumbh activation has electrified the brand in India to unprecedented levels," says Sudhir Sitapati, general manager in the head, skin, and cleansing category at Hindustan Unilever. "But beyond all the benefits for the brand, what's most gratifying was the impact we had in Allahabad itself. In its own small way, I think the Roti activation made the Kumbh a safer place this year." Lifebuoy didn't just set out to communicate, it tried to engage and influence behavior through a different kind of storytelling--one that is deeply rooted in culture and personal behavior. The lesson is clear: The best content moves beyond just reaching out to audiences, and instead finds a way to connect with them. Samir Gupte is President of OgilvyAction India. Daniel Comar is Regional Executive Creative Director of OgilvyAction Asia Pacific difficult to reach synonym. difficult to reach meaning. difficult to reach populations. difficult to reach screws. difficult to reach crossword clue. difficult to reach cervix. difficult to reach meaning in english. difficult to reach wasp nest

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