



Gym Day

or those who are already loving going to the gym or for those who know they want to, Gym Day is the ideal time to show some celebration and appreciation for the motivation and community spirit that comes from working out at a local gym. The whole point of the day is to inspire people to move! The purpose of observing Gym Day is to encourage people to take care of their health. Being active not only helps with physical health, but also mental health, confidence and even social connections.

#ALL-TIME-FAVOURITE

Chocolate Milkshake Day

Go out for a chocolate milkshake, or make one of these delicious creamy treats yourself. Lactose intolerant? Try a substitute milkshake with soy, oat, or nut milk.



In 1885 a wonderful thing happened: the term "milkshake" was first recorded and introduced into the dessert world.

While it is important to know that the milkshakes of that time were a much different creation than that which are commonly consumed today, they still served as the predecessor to the beloved modern chocolate milkshake.

At that time a milkshake referred to something far more akin to what is often now called "Eggnog", which was a mixture of eggs, whiskey, and a variety of spices and flavourings. It didn't take long for that to change as, in the 1900's, the word "milkshake" became a term for a much more wholesome beverage. The ice cream was still not officially part of the mix yet, though it was commonly ordered along with the drink.

While getting closer, it wasn't until the invention of the electric mixer that the milkshake as we know it today, but it truly reached perfection once ice cream became a natural part of the drink. The story goes that a Walgreens employee in Chicago got a little crazy and decided to put two scoops of ice cream in a chocolate malt, which was made using an electric blender. After that, the drink quickly became a hit all throughout the United States. The rest is milkshake history!

What is often unknown is that milkshakes were not always called milkshakes. In the 1950's they were called frosted drinks, cabinets, velvets, or frappes. But no matter what they are called, all around the world people should take this day to delight in everything to do with Chocolate Milkshakes!

Here is a super easy, quick and yummy recipe to make



A Few Drops of rain for my Parched Land

My Ma gave me,
her eldest boy, to a man,
she said he will take care of you
I have too many mouths to feed,
maybe you earn something for us
I beg at traffic lights, day and night
I go to the car windows,
I have learnt how to look helpless
I like dancing in the rain



Pawan Shorey
(Doctor naturalist and poet)

No season in India evokes such myriad emotions as the monsoon season. It is at once an exhilaration to see dark clouds when sweltering in searing heat of the summer. It is a sign of hope and sustenance for the farmer.

The earth wakes up, there are new germinating plants, new shoots on trees and a feast for birds as insects swarm the air. This time of plenty is also the breeding season of the birds. It is a time of outdoor forays for us, a time for picnics, 'Goths', etc. It is also a time of calamities, of floods, of destruction.

Some have likened the mon-

#MONSOON



soon to a woman. She is a demure girl with downcast eyes when the monsoon arrives. She is a full blooded, fecund woman ready to take on the world when the monsoon is at its peak. She is Durga, eager to destroy and decimate when excessive rainfall is unleashed as floods. She is a frail old woman, tottering in her steps when the monsoon is weak and

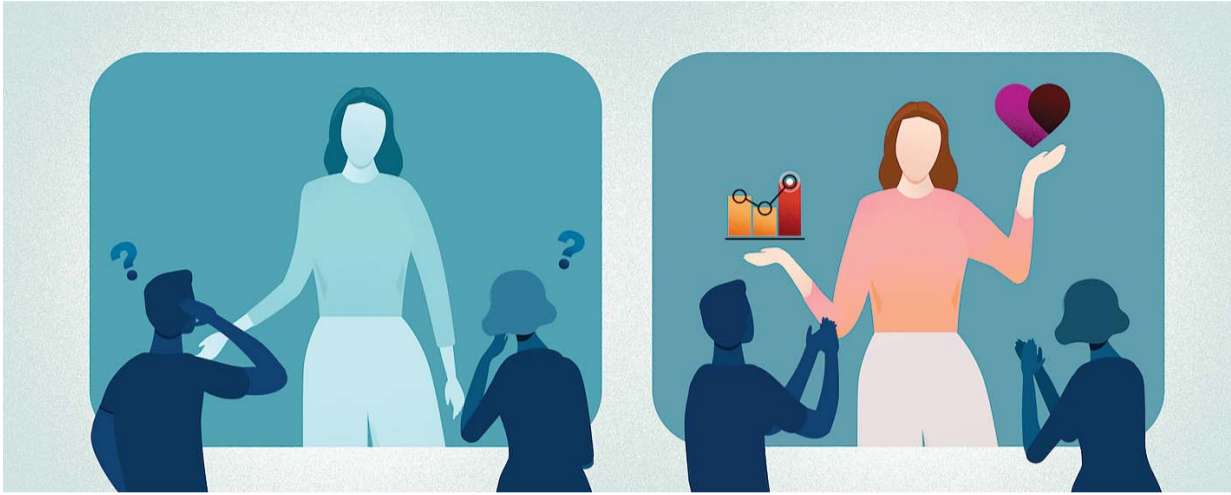
retreating. All in a poet's imagination. The following five poems represent different societal strata and the way monsoon evokes emotions in them. There is a street child, there is a prostitute and there is a lonely, ailing mother waiting for her son to be by her side. These poems may evoke different emotions in different people but they all celebrate the monsoon season.



#LEADERSHIP

Communicating "WHY"

When someone asks you to alter a current behaviour, your first question is usually..."Why?"



In an ongoing crisis, clear communication is more important and more difficult than when things seem normal. Employees and customers are hungry for information, so we're tempted to pull together presentations and communicate with urgency instead of with careful planning. But if we present without addressing our audience's core questions of what, how, and why, we'll sow more confusion than we bring clarity.

At any company, we rework thousands of talks each year for large brands and high-powered executives. When their communications are high-stakes, most of the clients come prepared with what needs to happen and how, but they've rarely answered the question 'why'.

So, why answer why?

It's put it this way: If your boss comes to you and says, "I need you take on this additional project on top of your current work load," what is your first question going to be? It probably has nothing to do with setting your alarm, re-arranging your schedule, or any other version of how you're going to get the extra work done. When someone asks you to alter a current behaviour, your first question is usually why? Because you're not going to try something new or hard unless you're motivated to do so.

Your audience is no different. If they don't know why a new action is necessary, they won't be motivated to help you. They'll continue with their current comfortable behaviours, thank you very much.

Communicators often overlook answering why for two key reasons: ● They assume explaining what and how is the fastest way to influence their audience. ● They think the answer to why is so self-evident it doesn't need unpacking.



Let's dissect this example a bit more.

Leaders explain the 'what' of their insights and the how of applying the findings. This is how most leaders approach their talks, especially professionals who are deep subject matter experts. They focus on the content they want to share. Many leaders don't even consider the why from the audience perspective because it seems so self-evident to them, they think it's obvious to everyone.

On the other hand, let's say you inject your talk with a compelling why — "We can reduce secondary infection rates by 40%, saving thousands of lives" or "We can reach more people and help them advance their careers if we release our content for free." Answering "why" often leads to a human, who will benefit from the action you're asking people to take. It suddenly matters.

There's a good chance your 'why' won't be as clear cut as the example above. So here are three strategies to help you get to the heart of the why in your next presentation.

Ask some good what questions.

The answers to why often hide in our subconscious, and you may have to coax them out. Sometimes, you can get to 'why' by asking yourself a few good "what" questions such as: What is at stake if we do or do not do this? What will the future look like if we get this done? What would the state of the human condition be if we did or didn't do this? Another way to get to 'why' is to have someone else ask you "so what" until you can't answer it anymore. That'll get you to the root of "why."

Follow up with because.

Just considering the why isn't enough — you have to clearly articulate the why. Think about what action you're asking your audience to take, and then follow it with "because." For example, "We need to improve our process, because _____." Whatever reason follows a "we need to _____ because _____" Whatever that second blank is, will answer the question of "why."

State alternate perspectives.

Address skeptics and resistance by addressing potential perspectives you've eliminated. It might sound counterintuitive to reveal anything other than the action you're influencing them to take, but you can better persuade an audience by sharing ideas you abandoned and, you guessed it, "why" you've eliminated them. By sharing the ideas that you considered, explored, tested, and then abandoned, you'll demonstrate that you've thought through all the possibilities.

Answering 'why' is an act of empathy and adds a layer of persuasion to your communications. When people know why they're being asked to do something, they're much more likely to do it.



By Rick Kirkman & Jerry Scott

ZITS



BABY BLUES



THE WALL

