Have We Become A Quick Solution Society

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This Thesis submitted in partial fulfillment of the requirements for the degree of BACHELOR OF COMMUNICATION DESIGN, from Indus Valley School of Art and Architecture.

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ACKNOWLEDGEMENT

This research project would not have been possible without the support of many people. I wish to express my gratitude to my supervisor, Tazeen Hussain how was very helpful with her invaluable assistance, support and guidance. Special thanks also to all my graduate friends for sharing their knowledge and being there for me. I would also like to express my love and gratitude to my beloved family for their understanding and endless love through the duration of my studies.
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ABSTRACT

The topic I have opted for aims at finding out whether we have become a quick solution society. In today’s world, in order to bring about a personal transformation "the faster the better" seems to be the message. In life, in health, in medicine etc people are looking for that shortcut when in fact these shortcuts often create longer lasting problems. We all want the fastest solutions and rapid results. The design of my research involves a review of the advantages and disadvantages of quick fix solutions in our society. As a student, I was taught that every design goes through a process. Brainstorming, initial sketches, make the final design, make changes, send for approval, make more changes etc. There have been times when I have reached a dead end with a concept and the only way out is to sleep on it. As creatives, we were taught that nothing can happen in haste. But the real life is different from college. At work, time is money. They expect you produce a lot of work in less time and it is usually because of immense pressure from the client. In such situations, one does resort to quick fix solutions. I believe it is not because we want to use them, it is because we have to.
INTRODUCTION

In this decade, the quick fix solution has become a trendy part of our society. Because, quick fixes look very appealing. Today people value time more than they value money and have become fanatics as far as time saving is concerned. Almost everyone is living too fast, trying to do too much. We are always over committed, impatient, complain about the pace of life being too fast and agree that everyone is too busy. We have started expecting things to happen immediately, justifying it by technology being faster in the world of today. We believe faster is good because faster is more profitable. Microwaves, Fast Food, One-hour photo, Instyprints, U-check Out Lines, meal replacement shakes, Metabolite, gastric bypass surgery, spray-on tans; these are some of many quick fixes in our society. “The faster, the better” seems to be the message. In life, in health, in medicine and in mental health, people are looking for that same short-cut when, in fact, the short-cuts often create longer lasting problems.

Dr. Laurel A. Sills in her article on Quick Fix Society gave an example to explain the topic quite clearly, she says and i quote " I remember a time when I was in high school. A friend and I walked from her house to the high school. We took a dirt road that went for several miles. We came to a field off to the right of the road just opposite of the school. I suggested that we take a “short-cut.” If we cut through the field, we would be right at the school soccer fields and we could shave off about a half a mile going down the rest of the dirt road to get to the main road. So, off we went. What I did not see were the thorn bushes, the high weeds, the muck, the burrs and the wetland swampy area.
While we were high-stepping over all kinds of hurdles, we were cut, scratched and jabbed by wild weeds, ricocheting twigs and other unknown assailants of nature. Our “short-cut” turned into a hazardous, laborious trek that lasted well over an hour. Had we taken the straight road, we would have been there in 15 minutes.

We see the same with people wanting to have quick fixes to their problems and habits. We all want the fastest solution and rapid results. The bottom line is that we have to do some work. Starvation diets make our bodies go into life-saving mode of slowing the metabolism way down. Bypass surgery for weight loss has merits in medical emergencies, but can also cause chronic mal-absorption problems if not treated properly, post-surgically. Well-meaning physicians often appease patients who have panic, anxiety and depression by prescribing medication without even having their patients enter therapy with a trained mental health professional who can help them improve significantly just by addressing their thinking and behaving.

Similarly, people have been prescribed anti-depressants without any thought to the problems they might initiate just to make them feel at ease and give them instant relief. Inspite of the fact there can be hazardous side affects as well as dependency. Even when people make gains in therapy by thinking differently, acting differently, they fear getting off antidepressants and anti-anxiety medication that were not absolutely needed.

The number of people seen, being influenced by the media into spending their time and money on the improvement of their lifestyle including their materialistic and personal gains is enormous. It is amazing to see how the print and the electronic media has been successful in making people, specially the rich and influential, conscious of insignificant flaws. Even the middle class people, men and women both are indulging in
expensive habits like weight reducing gimmicks, all sorts of beautifying creams, cell phones, cars, holidays to gain confidence and to make a place for themselves amongst the social elites. A very big example of this is that any and every channel on television has some time allotted to ads about how to look fair, lose weight, what kind of clothes to wear, what kind of exercise regime to indulge in, what kind of food to eat and so on and so forth.

A visit to any general store or a big super market can easily reveal to us the number of products available to help us improve or completely change our life style. Because the people of our society are looking for quick and easy solutions, the increase in the number spas, beauty parlors, plastic surgeons etc indicates how profitable each industry must be as each day we see new businesses mushrooming and becoming successful because of the awareness created amongst the masses. As a result, media promotes through brands for our personal satisfaction.

Especially for women, the period of life from ages 30 to 60 years old is a time of growth, renaissance, confidence building, and self-exploration. With careers settled or kids in school, there is more time for looking inward and reflecting upon what we really want. This is a great time of looking into one’s own self; even more so for women who have been so programmed to focus their attentions upon nurturing others, not themselves. While some men and women focus on the losses of their prior selves, their unwrinkled skin, their flat stomachs, their smooth bodies unwrought with cellulite, their high energy levels, their perfect memories, others choose to focus their attention on fulfilling long-forgotten dreams, seeking out new adventures, and taking risks to stretch themselves in the face of aging. They choose not to panic in the face of aging and declining looks, but
instead use midlife as a wake-up call to face challenges, make the best of today and tomorrow and find deeper meaning in their lives. Women struggle most with changes in their appearances mainly because we have been programmed through the years by society and the media to look a certain way; to be young, perky, and look like the Emaan Ali and Vinny's of our world. The reality is that most movie stars and models are either airbrushed in their photos, have personal trainers and cooks to keep them in the best of shape, or spend thousands of rupees in plastic surgery bills to keep appearing young and glamorous. This obsession is unhealthy and unbalanced as evidenced by the rampant divorce rates among the “rich and famous” and by the high rates of eating disorders among models. Women have to overcome and rise above any brainwashing attempts and learn to accept ourselves for who we are as souls, not for our looks, our bodies or our abilities. We have to eradicate the inner critic that makes us too self-conscious to walk out of the house without make-up on, or without being dressed to the nines, or to speak up assertively to protect our rights for even the simplest things.

The only way to truly love our selves and to have strong self-esteem is to fully accept our selves as we are and not as we are expected to be by people who are superficial, materialistic and self centered. In so doing, we have to know our selves. The only way to truly know one self is to have the quiet time to face feelings, thoughts and conflicts that make our lives out of balance or in conflict. Once we can quietly reflect upon our inner feelings, we can start to live our lives according to our own standards. We cannot do what we believe in if we don’t take the time to really know what we feel or want in life. Once we do know ourselves, we can be our true self and stop caring about being accepted in a superfluous society where quick fixes is the only answer.
Doing what we like, what we believe in and feeling good doing it, is what keeps our spirit alive and keeps us young at heart.
LITERATURE REVIEW

It’s funny how we as human beings don’t really care until something affects us personally. In the new era of urbanization and westernization of lifestyles in our country, the need of the hour is faster and automated services. The answer to our insatiable hunger to make our lives easier give way to the development of vending machines for quick provision of snacks, soft drinks and candies that can be made available at every corner. When I watch the news, and the coverage on the Internet, everyone is saying we need to get food and water and equipment to the city as time is ticking... But no one has a solution on how to make that happen. We have become a society of Monday morning couch potatoes because we sit on our couches in ours homes watching the news on our big screen plasma TV's, eating junk food (that makes us obese, diabetics) spouting off simple solutions to complex situations. Is "quick and easy" now the formula for us? Every situation does not have a simple quick easy solution. We are a country that lives with sound bites and it has made us like petulant children. We think that there are quick and simple solutions to every problem. This is a lie.

Our ancestors prided themselves on, and knew the importance of hard work and took pride in this accomplishment. Long days at work was the norm whereby men and women alike did whatever it took to get the job done! Work was appreciated, respected and expected. Over the last four decades or so work has become more so a liability in our society. Since the late sixties and the psychiatric, "blame someone else", influence on our culture where the advice doled out suggests our parents were the cause of our problems,
that all of mankind has some kind of "chemical imbalance" and our shortcomings and problems are inherited. Every human deficit is labeled a disease and popping a pill becomes the quick-fix to everything. Lowering levels of responsibility and increasing levels of blame extend itself to all sorts of other diluted solutions like no-money-down purchases, no-cost credit cards, get-rich-quick-with stocks, unconscious/blind faith, and "I deserve what everyone else has regardless of my financial condition".

The current culture has forgotten the importance of hard work and personal responsibility as a solution to problems! Men and women alike look for easy quick-fixes to every problem and for someone else to blame. We have gone from a work culture to an entitlement culture. Work is the only solution to solving problems and increases an individual's sense of self worth and self respect.

The marketplace always disciplines those that will not discipline themselves. Individuals, businesses and entire industries are being punished for years of lowering responsibility levels, get-rich-quick thinking, blind investing, free credit, sense of entitlement and the unwillingness to work.

Predictions:

1) Companies and industries that can only sell their products by offering free credit to consumers will go bankrupt.

2) Individuals that don't produce far in excess of what is expected will find themselves in unemployment lines.

3) Companies that can not sell products in quantities great enough at prices high enough will find themselves perpetually undercapitalized.

4) Management that does not insist on and ensure that their people work to achieve
targets will be demoted back into the work force where they probably won't be able to find a job.

The 20th Century psychobabble doctrines of 'live in the moment," problems are disorders and solutions are quick fixes (like popping a pill) have failed us. We have become a culture of pill popping, deluded, debt- ridden; get rich quick, entitlement society where someone else is always to blame.

While it is convenient to blame earlier generations for our shortcomings, had we inherited their work ethic, their appreciation for saving money and not living beyond their means, we wouldn't have our current problems.

Work may not be in vogue, it may not be glamorous, and it may not be popular, but it is the ONLY thing that will get you through these times and it is the universal way to increase an individual's sense of self respect and self worth.

The "fairy tale" credit has disappeared, the Goldilocks economy is over, and blaming won't advance your financial situation. Maybe the drug companies will come up with new labels for your problems and then medicate you into further levels of irresponsibility. The new labels will be: "unemployment disorder", "compulsive entitlement disorder", "debt to income imbalance disorder", "bipolar spending disorder", "lazy-ism addiction," etc.

The concept of "quick fixes" is very popular in our society today. Many reasons make quick fixes look very appealing. First, there is our view of time. Today, people value time more than they value money. We are fanatics when it comes to saving time. Second, there is our pace of life. Almost everyone is living too fast as we try to do too much. We are so over committed that most families do not average eating a meal a week.
We complain about the pace of life being too fast, and agree that everyone is too busy--"things need to slow down." But, we expect anything that affects us personally to happen immediately. Never put us on a waiting list!

Fourth, we live in the age of technology. One of the justifications for technology is that it is faster. Faster is good because faster is more profitable. Our commitment to quick fixes easily transports itself from the "every day, real world" problems to religious and moral problems.

Relationship problems in our society are enormous in number and overwhelming in consequences. People just do not know how to relate to people. We demand a quick fix to relationship problems. Marriage problems are devastating to homes, to spouses, and to children. Troubled marriages and divorce causes enormous suffering in our nation. We demand a quick fix to divorce problems.

The fabric of our society is being unraveled by:

Angry people, dishonest people, greedy people, selfish people, irresponsible people, lawless people, self-indulgent people. (Availability of easy money by means of credit card etc)

"We must do something about what is happening in our society--NOW! It must happen, and it must happen fast!" Is that the way you feel?

Our society is undergoing a visible transformation because of the moral problems in our nation. The problems created by sexual immorality are devastating to every level of human relationship. The loss of character is devastating. The loss of integrity is devastating. The loss of honor is devastating. The loss of truthfulness is devastating. And we want things to turn around immediately. In our "every day world," the quick fix is the
ideal solution, the solution of choice. For a solution to our moral ills we get away with giving bribes left right and centre for material gains without a qualm of guilt. We have forgotten discipline, merit and human rights, which makes a good society. We overlook human rights and work for personal gains.

Why? Why are we so convinced that a solution designed to meet the pressing needs of the moment is the desirable, ideal solution?

Because we are afraid of our changing world. We are afraid of the directions that we see our society moving, we are afraid of present and future consequences and uncertainty, and we are afraid of running out of time before we manage to achieve the material and personal gains that we dream of. Because we feel that things are out of control we tempted to believe that control in itself is good and will produce good. We want to preserve our values and be in charge of our ideal world. Advertising and the communication media are working on this thought process of society and coming up with quick and easy solutions to our problems. An example is the percentage of people indulging in buying weight loss equipment through telemarketing ads has increased multifold. And more or less any person you talk to at a party has in some way indulged in one of these gimmicks. People are influenced into buying big cars, homes, electrical equipment or so on that may not be a priority for them but because they are made to sound so easy to achieve or acquire, that temptation gives way to practicality and we end up indulging in things, which we really don’t need.

According to Ted Ciuba, Americas foremost marketing consultant, ‘’we live in a quick fix society and we play on that. That’s a major part of sales copy, its easier, its quicker, and the quicker it is the better. Our prospects, want success to be like taking a
magic pill; the less effort the better they like it. These ideas are attractive, and they seduce many people. They are also responsible for generating many many millions of marketing dollars… and I have got to admit, I have had my share. I am a professional marketer and I try to make things look better in my profession when I am selling.’’

In his other book, ‘’The New Think and Grow Rich’’, he discusses ways of getting healthy, wealthy and wise, quick easy and sure. He has introduced the new Holomagic Wealth Programming, the slogan of which is, ‘’you want more success! And you want it now.’’ It actually guides people into discovering a way to quickly and easily experience a really quantum leap and their earning power. He makes it sound very simple. ‘’Discover and think the kind of thoughts that rich think, discover and think them I the same way, with the same qualities, and in a matter of out working you end up rich.’’

As a part of my research methodology i interviewed people from all walks of life including, maids and drivers from the lower socio economic group along with CEO’s of banks, professionals and creative art directors of various companies. Most of these people, in some way or the other had learnt to utilize shortcuts in their lives. According to a maid, she wanted to send her children to the Middle Eastern states, even if it is through illegal means just so that the money that they would earn could improve their quality of life faster.

An interview conducted with the Chief of Bank Alfalah of Pakistan, Mr Sirrauddin Aziz, gives us an insight of what the elite of Pakistan think about a Quick Fix Society.

According to him, and i quote," When speaking of Pakistan, the answer is ‘yes’ to a
certain degree and ‘no’ to large extent.

The yes implies to the society residing in the urban areas where people are aware and have access to global technological advancements. People have adopted a new way of life called “speed living”. Short cut is the key to everything. The faster the better. It is a rat’s race. The idea is to get ahead of every one even if it requires trampling on the people ahead. If you don’t, you loose!

People have adopted quick fix solutions even when it comes to health issues. Processed food, meal replacement shakes, weight-reducing pills are alternatives used for physical exercise. In the process of going too fast, the essence of working hard for progress and a good lifestyle is lost. Quick fix solutions are always time bound and one eventually falters. Failure brings panic, anxiety, depression and all sorts of other sicknesses. Not a good trade off after all. The problem with our society is that only minority segments of the society are operating in the quick fix way of life. The majority population of our country dwells in the rural areas.

These people have completely opposite lifestyles, which equates to the olden ages where households even today use firewood to cook their food, let alone the desire to progress.

While moving along with life, time is essential for progress and prosperity, doing things the conventional way is equally important. There challenge is to strike a balance between the two.’’

According to Ms Ghazala Nizami, principal Happy Home School, "we certainly have become a people who want things done without a wait. The global scenario presents
strange challenges that we want to enjoy the moment while we can. The ash cloud for example, stranded thousands globally, the wars, earthquakes etc manmade or natural catastrophes- we dread to think what tomorrow will bring. Therefore lets get it over with! - that’s the philosophy.

Also there is so much to do that we have no time. Time is money, and in many cases we rather pay a little premium and get it done immediately”

Mr Zahir Rehmatullah, CEO Labels, an important icon of Pakistan’s fashion world, gives us an insight on how the fashion industry of Pakistan have taken to the quick fix solutions. He says, and I quote, ‘’if you look around at our society you will quickly see a very concerning phenomenon that has been arising in the last couple of decades. And this idea has been getting stronger and stronger that we have slowly turned into a magic pill society. A society where no one is willing to put the effort and work needed to gain their desired results, instead they spend massive amount of time searching in hope of finding a magic pill solution that will fulfill their goals in a matter of days or even minutes. This is a very dangerous tendency. A great example that we find in the fashion world is the fitness industry. So many of the models want to lose weight and look good constantly, that they reach out for quick fix solutions to their problems. Most of them opt for surgery to lose weight rather than eating fewer calories. I’m not saying that you need to work hard for everything but there is a difference between putting in the effort and persistence in order to reach a goal and just thinking it will magically fall into your lap. In my business the sale of dresses off the rack has risen to seventy percent because both men and women don’t have the time and don’t want to make an effort to buy fabric, design it,
get it stitched. They are willing to pay exorbitant amount of money just to get ready-made attires quick and fast.

In our quick fix society, the middle class are rushing to embrace the culture of nip and tuck, cosmetic surgery is fast becoming a life style choice in our society because people want change and increasingly they want it instantly.''

According to an article on Quick Fix, posted by Carlos Ferrer, an Italian marketer, ‘’ I have tried to help many poor souls who have wondered onto my business looking for a "job". I have helped them by giving them one. I've even gone one up and tried to teach them new skills that they can use for life. A few weeks into the process I've been let down. This "poor soul" was looking for a quick fix. He wasn't really looking for a job. He was looking for a quick buck. Once he handled his immediate money urgency he stopped being interested in learning or reaching a better level of survival for himself and his family. It's hard to grasp. But I've realized that few people actually take the time to: learn a good skill, interact with other people that might teach them something or debunk some false ideas that they might have about that hold them back. To this type of person and possibly many others we need "Speed reading", "Meals in a box", "One night stands", "Assemble the desk without reading directions", "Eat in the car", "Tomatoes in 3 days", "Chia pets that sprout wheat grass in a day", "a boob job in the morning and back to work in the afternoon", "divorce in one hour". All quick fixes! I'm sorry the whole thing is just getting ridiculous. What ever happened to savoring life; sitting down for a good meal; doing it right by following directions or even working it out with the spouse so it doesn't have to wind up in divorce?

I think that this fast paced society of blackberries, T1 internet and instant messaging has
forgotten some good old fashioned values that can only be learned in the home from good and loving parents with good old fashioned values. I'm not anti Technology. After all I use it...daily. But using it does not supplant loving parents, caressing your kids and hugging them, saying "Hello" directly to a friend and not by text messaging or an addiction to Face book or Twitter. I'm quickly getting away from Face book and Twitter. There is no substitute for life in the raw. Do we always need instant gratification?
RESEARCH METHODOLOGY

Research can be defined as the search for knowledge or any systematic investigation to establish facts. The goal of the research process is to produce new knowledge, which can be exploratory, structural and empirical. Further it can be quantitative or qualitative, depending on the properties of the subject and the objective of the research.

A quick fix is an activity, even if it is legitimate, that seeks to avoid a real solution to a problem or discomfort. A hastily contrived remedy, that alleviates a problem only for the time being.

The aim of my study was to investigate the relative affect of quick fixes on the quality of our lives. Our whole society works on the notion of "i want it now, i want it cheap and above all i don't want to work too hard for it". At every turn we are inundated with images of beautiful women and handsome men effortlessly accomplishing everything from a materialistic point of view using the quick fix attitude. It is important to understand that worthwhile achievements take hard work and perseverance. There is no quick fix to achieve the true quality of life; it is earned everyday with our every movement and every thought.

I thought of writing my dissertation on this particular topic because I could see the lower and middle class people of our society being influenced by the print and electronic media, Internet into self-indulgence, trying to join the rat race in society.

The research methodology pertaining to my topic and given the nature of my
dissertation will be qualitative, mostly fact based, interviews and secondary data. The literatures I will be referring to for my research paper are books and articles based on the effects of quick fixes in our society, its advantages and disadvantages. Interviews, by people from all walks of society, sharing their opinions on the effects of quick fixes, in our lives.

The reason I opted for this topic was that when I looked around my immediate environment and then in a larger perspective, all I could see was people becoming more and more materialistic, moving away from hard work, treading on other peoples toes for personal gains. A quick look around our society tells us how the Quick Fix notion has become an everyday happening for all of us. From our domestic servants to the CEO’s of multinational Conglomerates, everybody is involved in shortcuts and hasty results. Gone are the days when hard work, discipline and planning used to be the order of the day. We look for quick fixes instead of long-term solutions and preventions.

According to its definition, A “Quick Fix” is an activity, even if it is legitimate, that seeks to avoid a real solution to a problem or discomfort. A hastily contrived remedy, that alleviates a problem only for the time being. There is no quick fix to achieve the truly quality life, it is earned every day with our every movement and every thought. My research is quantitative based and a collection of opinions and views of people from different walks of society. I have interviewed maids, drivers, nurses, professionals, bankers and CEOs of companies.

Time can be our friend. Just ask a man who only has a few months to live if he wouldn't like some more time. Rushing everything through quick fixes and instant results is not a good way of life. You can't enjoy a good drink by gulping it down. You
can't learn a good marketable skill in one week. Yes, a fast download is desirable. The Internet is one of the wonders of the modern world. But we still need to sit back and read that e book don't we?

We micro wave our food and kill quite a bit of nutritional value in it. There have been tests made of microwaved water added to plants versus good old tap water. The micro wave water actually killed the plants. What do you think it does to our bodies in the long run? When was the last time that you actually savored a good home made meal, cooked by you or a loved one and praised it? In our line of business, we find ourselves eating too many micro waved "foods" and realize that such were detrimental to us physically and spiritually.

We believe in faster instead of slower, not only do we want it now, we don’t even want to be kept waiting for it. This persuasive impatience, the ‘’ I hate to wait ‘’ syndrome, has infected every level of our lives.

What we need to understand is that we need to allow the passage of time naturally to enjoy those little things in life that need nurturing and savoring. The best way to live life and to enjoy it is to live it not to rush through it. Someone once said, ‘’ stop and smell the flowers’’ and that is what we need to do and not look for quick and fast solutions for everything.

Books/Articles to be referred to:

Quick Fix Society by Janet Mendell Goldstein
An article on Quick Fix by Carlos Ferrer
An article on Quick Fix Society by Dr. Laurel A. Sills
We all want a quick fix based on a simple premise, whether for our remodeling companies (to boost sales, generate more leads!) or ourselves (to lose weight, reduce calories!). But quick-fix changes are rarely successful; they tend to be poorly conceived and supported.

We live in a quick-fix world where people look for easy solutions to solve complex problems. This goes for both business and personal problems. We want one trick to get employees to adopt behavior that improves quality and causes customers to gush with appreciation, or one trick to help us shed 30 unwanted pounds. Unfortunately, most quick fixes don’t work because the problem is rarely fed by a single cause. Usually, there is a conspiracy of causes.

We live in speedy times. We have fast foods, fast cars, fast CD players, fast faxes, fast e-mail. We have instant coffee, instant lottery winners, instant weight loss, instantaneous hair growth.

We expect things to happen ever more quickly and we have devised a raft of gadgets to facilitate that: mobile phones that can reach us whenever and wherever, answering machines to make sure we don't miss a trick and Internet webs for global immediacy.

We are bombarded with things to make us more accessible, to have easier communication flows, to save time. For business, that makes good sense, doesn't it? The quicker things happen, the more gets done, the less time is wasted in waiting. Push a button and it happens.
Too often, it doesn't quite work out that way. Instead of easing our working lives, the requirement for speed can become an intrusion and an obligation. We somehow, without realizing it, become obsessed by the speed, rather than in control of its usefulness.

In our lives, we view The Quick Fix as anything we have around us that we think is going to make our lives better and easier and doesn't take up much time.

In the business sector we see that many people are impatient for things to happen quickly and to happen exactly the way they want them to. There are pressures in the current economic climate that make it very easy to feel that things are no longer in our control. There is an underlying anxiety about good performance, with coming up with the goods and being on top of situations.

If people are operating on a knife edge, with the possibility of loss of business, or loss of income, or loss of status and all that goes with it, they are more likely to have their attention diverted away from solutions and onto the worry itself. The worry becomes the focus. Out of that, a 'let's fix the worry' attitude takes over, crisis management ensues and the real problem gets lost.

And that's when people begin to look for The Quick Fix: the one 'thing' that's going to provide the solution. The one training course, management consultant, book, video, programme, restructure or culture change that will make everything all right.

On a personal level, The Quick Fix can be alcohol, drugs, sex or food. These are
substances or activities that seemingly provide relief from all that underlying anxiety and worry.

There is nothing intrinsically wrong with quick fixes. They can be quite pleasant and can indeed take the pressure off for a time. Alcohol may feel very good going down, but it must always be remembered that very little really gets done when you're drunk and the hangover can be very depressing.

In the same way in business, there's nothing wrong with buying in courses that look as though they'll be able to transform a group of people into how you want them to be. There's nothing wrong with trying to find something that will motivate and mobilize staff to work better.

However, if you're looking for the one thing that will fix everything, then you're probably ripe to be seduced by something that promises a 'feel good factor'; something that will get your people's hopes up only to dash them (giving them a 'hangover'). A good crisis will have you feeling like you've done something, and pretty soon, having crises becomes the current Quick Fix. Give your staff a couple of doses of Quick Fixes that don't end up shifting much of anything, and you can bet your bottom rupee you'll end up with an outbreak of cynicism and an ever increasing lack of trust.

The problem is, when things get hard, it really is tempting to try to fix it all in one go. The problems or issues took a long time developing, but a lot of people we meet do seem to lose patience in developing the solutions.
Indeed, there doesn't even have to be a problem as such, but there will still be a desire for staff to work more efficiently, get on better, be more motivated. And so solutions are sought that will make employees more effective. Nothing wrong with that certainly. It's just that too often companies have a desire to make the solution instantaneous, along with the expectation that staff members are going to be transformed into some impossible ideal. It's why gimmicks are so attractive. Here's the latest.

In these times of rapidly expanding use of technology in the workplace, we now hear of interpersonal skills training that can be done on-line, at your desk. Hard for us to imagine developing interpersonal skills without people to be interpersonal with. But there you go – a sign of the times. If you think about it, this is a new take on sheep-dip training, where the sheep don't even have to leave the meadow!

So what's the advantage of the slow fix? To begin with, fix isn't the right term, because as far as we're concerned, there's nothing to fix. There are, however, things to develop. None of us emerges, fully formed, into adult life (much though we wish that happened). All of us take time to evolve, change a bit, stay static for a while, change a bit more, take on new things, reject some as well.

Yes, of course, occasionally someone experiences a spectacular, life-changing event and they may make a huge shift in their thinking, attitude, behavior, and in the very way they live their life. But, that’s not the norm.

The norm is that we develop interpersonal skills in little bits and pieces; in small turning points and choices; in getting a new job, breaking up with a partner, the death of a parent,
having a child, getting a promotion, getting in touch with religion or spirituality, battling an illness, clinching a deal that's been in the pipeline for months. The stuff of our everyday lives.

Here's our take on the slow approach: real and lasting change comes from building and developing what's already there. That means respecting what people are, not wishing they were something else. It means understanding that there can never, ever be just one cause of a problem, and therefore, one solution.

The Quick Fix puts unfair expectations on everyone concerned. Radical and gimmicky programmes with 'guaranteed results' rarely produce long-term changes. As a matter of fact, those guaranteed results are highly questionable, since they presume that all people are alike and will be affected by quick fixes in the same way. You take the time – you will get results. It takes a slow fix to make a significant difference in our world.

It is amazing to see the amount of literature in the form of books, articles, reviews and research available on quick fixes. For example ‘Quick fixes for Everyday Fears’ by Micheal Clarkson, ‘Quick Fix Beauty Tips’, ‘Three Easy Ways to Whiten Your Teeth at Home’, ‘Easy Tricks for Big Results for Hair’, ‘Look Younger on a Budget’, ‘Get Rich Quick’ etc

In my view, we must do something about what is happening in our society and bring about a visible transformation in the moral problems in our nation. The fabric of our society is being unraveled by, angry, dishonest, greedy, selfish, lawless
and self indulgent people. Each of us, wants something better and want it fast. Because we feel things are out of control, we are tempted to believe that we will be left far behind in this materialistic race, and try to achieve and acquire as much as we can in the fastest way possible for our own gains.

Once upon a time, we as a nation understood the principles of differed gratification. We use to put a little of each pay check away ‘’ for a rainy day ‘’. If we wanted to buy a new sofa, or spend a week at a hill station, we saved up for it and the banks helped us out by providing special travel gift accounts. If we lived in the rural areas of the country, we planted corn and wheat and waited patiently for the harvest. If we wanted to be thinner , we simply ate less of our favorite food and waited patiently for the scale to drop, a pound at a time. But today we aren’t so patient. We take out loans instead of making deposits, or we use our visa or master cards to get that furniture or vacation trip- relax now pay later. We buy our food, like our clothing, ready made and off the rack. And if we are in a hurry, to lose weight we try the latest miracle diet, guaranteed to shed ten pounds in ten days.

30 or 40 yeas ago, we didn’t have the convenience we have now and generally people were a lot more active. Shops were not as close, more people had to walk, less computer systems and entertainment involved having to go out.

We pretty much had to make our own entertainment and there were less home based activities. Having a car was not as common as it is now. Everyone now has a car and the people who cant drive are few and far between.

We have more or less adopted the quick-fix lifestyle.
First, with the development of globalization, we have opened our doors to a new lifestyle. For example, we are bringing in new technology and advanced management. We communicate with phone, work by computer, travel by air, etc. We have to catch up with the quick pace, or we’ll fall behind.

As the quick-fix lifestyle makes our life more convenient, it also has a negative influence. We have lost a lot, since we are eager to find the so-called shortcut. We change a weekend travel to a one day trip, we use medicine or liposuction to lose weight rather than eat less in order to lose weight. Once we linger over every word of a classic novel or the greatest best seller where as today we read the condensed version or just listen to the tape of the book. I'm not saying we should go back, because this life style is a sign of development but we need to enjoy every subtle change in our life and rediscover it in the slow lane.. If you have no patience to watch TV series day after day, you just download them on the Internet. We “enjoy” compressed masterpieces and albums. It is known to all that time is precious, but it doesn’t mean we should do everything in haste.

We seem to be in a hurry for just about everything; driving, loans, money, drive through etc Few people are there who seem to take the time to savor a fresh cup of coffee in the morning, caressed a loved one, or even stop to pet the family dog. Aren’t we doomed to accelerate our already hectic pace?

Quick fix is about refusing to be the scapegoat or easy resolution to others; it seeks to eliminate the inferiority complex in people inflicted by others. The 21st century has brought with it the inability for people to spend time on things because of instant gratification and the hustle bustle of modern society who place no emphasis on people
but rather on superficial things.

The importance of independence is highlighted gracefully and takes the standpoint of one believing that they should not pay attention to people who undermine their sense of value. Because independence empowers one with self love and eliminates at all costs the negativity around oneself, which comes in the form of people incapable of seeing the good in people. Quick fix looks holistically at the complexities of an individual trying to forge their path in the world, while not sacrificing their identity by those who are seeking a ‘quick fix’, which is a metaphor for a cheap thrill which holds no water and is futile in the sense that it does not last, and is laid on the foundations of deception.

Mark Andre Terriault in his book, ‘The Quick Fix Method for Success people’ says, ‘’When you are not satisfied with your life, you try to find a quick fix solution to make things better. You want something to happen right now! Unfortunately, life doesn’t work that way. You have to take action and you actually DO need to work and most of the time work hard in order to find success in your life. Before I was on my road to success I tried to find that “quick fix”… I used to watch lots of TV and I used to actually stop and listen to those infomercials and purchase the “rich quick” product they were selling because I thought it was the answer to all of my concerns. When I received the package in the mail I was so excited. I would open it and start reading the information right away. But after a few pages I would realize that it wasn’t as “easy” as the commercial said. I would actually need to work to achieve the success that all those people in the infomercial said they achieved… That’s when I threw the program in the garbage.’’
To be honest, how many of us have been influenced by new infomercials, and wasted lots of money on these products. And we sit and think about, how are life would have actually been had we invested our time and our energy on hard work rather then to try and find a quick fix. The hard truth is life is not easy and we all need to take action and work hard to make it easy, but for some reason we don’t and we complain about how other people have found success and we didn’t.

When you are researching the life and struggle of successful people in the world, you’ll realize that there is no quick fix solution for successful people. There is only struggle, hard work, perseverance and the right path- which means no short cuts.

There are millions of people throughout the world looking for an easy way out or a shortcut to success. These are people who have not realized that there are no quick fixes to life’s issues. A quick fix by definition is “a remedy that has the benefit of immediate gratification but the drawback of not being very effective.” It has been seen to be present in everything we do from our relationships to our health and spirituality.

We wait for that big promotion, that big house, a good family and rich businesses all our lives. What else are we doing about it but waiting? We are waiting for the quick fix. We are waiting for the instant answer that will some day just reveal itself and give us all our desires. Some people actually do get the answer. They might win the lottery, get an inheritance or get their hard earned pension if they had a good job, which for a lot of people, seems to be the only plan they have of getting rich. It then suddenly seems that their dreams are coming true. Then, as suddenly as it came, it’s all gone. The lesson is that if it did not come through a process but by some quick fix, it will leave the same way.
You have to realize that life is about gradual processes and not quick fixes. Whether you find yourself poor, unhappy, lonely or defeated, there is a process that has led you there. It did not all happen in one day. How then, do you expect to find the answers and reverse the situation in one day or one week?

Before you go out looking for a quick fix or some get-rich-quick scheme, you should know that there are several problems with this approach. The first is that quick fixes are temporary and do not last. Secondly, they do not deal with the underlying problem nor can they satisfy your ultimate aim of living a fulfilled life.

A more serious consequence of quick fixes is that they do not address the underlying problem. Quick fixes will offer superficial solutions, but the real issues will be overlooked.

The person who is always looking for the easiest way to get something is a person that never matures in character. As a muscle must be strained to the limit for it to get stronger, so your character must be challenged for it to develop. This can only happen if you are willing to grow through the process required for you to achieve your dreams.

It will also help you to appreciate your success more because you will realize that it took a lot for you to get there. It is a sad, but true saying about human nature that we do not appreciate things that come easy. When you are going through the process, success will be even sweeter. Too often the shortcut, the line of least resistance, is responsible for evanescent and unsatisfactory success.

Build your dreams on a solid foundation. Follow the process necessary for you to achieve lasting results.

You are all you can be, so go on and be it. Because quick fixes do give you a big
break in life, but the sad news is that the change is not there to stay. We may end up spending our whole life searching for that big break that fate may never us. But you need to realize that it is hard work and enthusiasm that is needed to follow the process to make your dream come true.

If we are committed with time and energy to our goal in life, constantly working at it and following the process of success with time, we will have achieved a better life, a life of health and spirituality rather than immediate gratification.
CONCLUSION

We have to listen to ourselves more than to the opinions of others to walk our own walk in life. We need to trust our own decisions and judgment as long as what we do in life does not directly or intentionally hurt another. Finally, if we believe that we are special, loveable, and worthy just for being our true selves, we will be much better at accepting ourselves, and at accepting others, too.

As I said before, we have become a country who believes in I want it now, I want it cheap and above all I don’t want to work too hard for it. In order to survive, we had to take quick steps to become strong quickly so we had to take shortcuts. And shortcuts lead to a nation built on sand instead of rock. Its not necessarily anyone’s fault, of how we have become today, but shortcuts got us fast results but we forgot that fast results don’t equal to a formidable future. I am writing this article just so everyone that reads it will stop and think, and think about what they could do to start making a difference and make our country stronger. This is a great nation - we have great land, we have great principles. We just have some inner work to achieve to strengthen our nation, we need the time to figure out the underline causes and deal with them. We need to build on a rock, take small steps and work together, make small sacrifices, take time to prevent and cure instead of temporary quick fixes to our problems. We need to incorporate hard work, endurance, honesty, discipline in our families’ friends and the society on the whole to become a stronger and more powerful society of good character.

We seem to be obsessed with speed. After all what's wrong with getting FAST results? Maybe nothing. But some tings just can't be rushed. The passage of time can be a tool
that we should appreciate more.

How great would it be if we could flick a switch to change our lives? And, if we could simply press a button to achieve our hearts desire. Naturally, there is no quick fix when it comes to living the dream - if it were so, everyone would be doing it. But even though there is no magic button that you can push and get your hearts desire, personal development and self-improvement is only achievable with hard work and a focus in life along the right path.

More and more we are all becoming aware that our lives are being lived for us by influences that, however numerous they appear, are in fact only so many reflections of one kind of movement in the life of a man, a movement towards externals, towards needs and gratifications that, however justified in their own right become destructive when achieved by treading on the wrong path rather than through merit. We would all like a quick fix for our problems, a simple pill to take away our anxiety and to lift us out of depression. But we need to remember that there is no quick fix for the soul. We may be able to flaunt our material gains, which we have earned through quick fixes but we must remember to achieve satisfaction in life we need to be honest to ourselves. If we need to make our nation stronger, and a part of the developed nations, we need to change our thought process from quick fixes to the right way. We need to move away from our moral and religious ills and move towards improving our integrity, character and honor. We need to save our country from the devastating effects of quick fixes. We need to preserve our values and we need to be in control of our fate.

The changes we need in the hearts, minds and lives of people our faith changes,
which may change the person, his view of the world, his understanding for the purpose of existence and his view of the people around him. We need enduring solutions and not quick fix ones, because only endurance solutions can change the heart and mind of people in our society.

An enduring solution will always correct the situation by eliminating the problem.

Speaking of Pakistan people have adopted a new way of life where faster is better and all we want is to get ahead of the other person even if it means stepping on somebody’s toes here and there to achieve what we desire. Merit has been thrown out of the window and nepotism has taken over our society. The rich and elite travel in the fast lane and the power embodied by them is being used left right and centre, to make them even stronger than before.

If we need to survive as a nation, we need to respect the rights of each Pakistani be it man or woman, old or young and make sure that his basic civic rights are not being trampled on by the dishonest, greedy, quick fix elements of our society. We need to educate our masses so that they are able to differentiate between the good and the bad, the ugly and the beautiful of things being shown to them by the print and the electronic media so that they may not get enticed into quick fix mind set, which may be attractive but is not an enduring solution.
APPENDICES

An interview conducted with the Chief of Bank Alfalah of Pakistan, Mr Sirrajuddin Aziz, gives us an insight of what the elite of Pakistan think about a Quick Fix Society.

According to him, and I quote, "When speaking of Pakistan, the answer is ‘yes’ to a certain degree and ‘no’ to large extent.

The yes implies to the society residing in the urban areas where people are aware and have access to global technological advancements. People have adopted a new way of life called “speed living”. Short cut is the key to everything. The faster the better. It is a rat’s race. The idea is to get ahead of every one even if it requires trampling on the people ahead. If you don’t, you loose!"

According to Ms Ghazala Nizami, principal Happy Home School, " we certainly have become a people who want things done without a wait. The global scenario presents strange challenges that we want to enjoy the moment while we can. The ash cloud for example, stranded thousands globally, the wars, earthquakes etc manmade or natural catastrophes- we dread to think what tomorrow will bring. Therefore lets get it over with! - thats the philosophy.

Also there is so much to do that we have no time. Time is money, and in many cases we rather pay a little premium and get it done immediately"
Mr Zahir Rehmatullah, CEO Labels, an important icon of Pakistan’s fashion world, gives us an insight on how the fashion industry of Pakistan have taken to the quick fix solutions. He says, and I quote, ‘’if you look around at our society you will quickly see a very concerning phenomenon that has been arising in the last couple of decades. And this idea has been getting stronger and stronger that we have slowly turned into a magic pill society. A society where no one is willing to put the effort and work needed to gain their desired results, instead they spend massive amount of time searching in hope of finding a magic pill solution that will fulfill their goals in a matter of days or even minutes. This is a very dangerous tendency. A great example that we find in the fashion world is the fitness industry. So many of the models want to lose weight and look good constantly, that they reach out for quick fix solutions to their problems. Most of them opt for surgery to lose weight rather than eating fewer calories. I’m not saying that you need to work hard for everything but there is a difference between putting in the effort and persistence in order to reach a goal and just thinking it will magically fall into your lap. In my business the sale of dresses off the rack has risen to seventy percent because both men and women don’t have the time and don’t want to make an effort to buy fabric, design it, get it stitched. They are willing to pay exorbitant amount of money just to get ready-made attires quick and fast.

In our quick fix society, the middle class are rushing to embrace the culture of nip and tuck, cosmetic surgery is fast becoming a life style choice in our society because people want change and increasingly they want it instantly.’’
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