

Effectiveness vis-à-vis Efficiency

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Effectiveness vis-à-vis efficiency. What is the difference?

A man can be very efficient but because he is doing the wrong things, he may not be effective. Success lies in effectiveness, not just in efficiency. Effectiveness is doing the right things efficiently.

This is precisely where strategies and tactics come in. A strategy is a plan to accomplish an objective. Tactics are the specific steps to execute a strategy.

To sum up, to accomplish an objective, a strategy and the specific tactics need to be developed and they need to be carried out efficiently. Then one will be effective in accomplishing his objective.

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