

What is more important.....

The most active discussion we have seen in months on LinkedIn (www.linkedin.com, a GREAT business networking site!) was centered around this simple question. "If you could only chose one would you choose to be effective or efficient?" There was so much discussion simple minded John thought why not make it the topic for our first newsletter of 2010? After all this is a critical question and the answer can have a significant impact on your success and that of your organization.



John Gregory Vincent

Effective vs. Efficient

Effective is defined by Webster's New Collegiate Dictionary (no really John has an actual dictionary in his study) as "Producing a decided, decisive or desired effect." **Efficient** is defined as "Being or involving the immediate agent in producing an effect" Wow, no wonder few people still use dictionaries. So which is more important? In our mind it is not possible to "produce and

Newsletter Spotlight

If you have not been to our site in the last 2 weeks you have not been to our site. We have added tons of content to benefit you and your goals to succeed!

effect", if you do not know what the effect is. In the practical world in which Genesis Consulting Group works and lives what this means to us is first you must become EFFECTIVE. Once you become effective you can then go to work on the most EFFICIENT ways to get those EFFECTIVE things done. Efficiency done without clear focus on if it is being applied to something that is effective is largely a waste of time and resources. So you might find a way to really streamline your prospecting, reduce hours increase number of direct mail pieces sent, ensure higher accuracy of your mailing lists, now THAT is efficiency!! Problem is if they are being sent to people who could care less about your product or service then any time spent on it is a waste of time. You must start with effective.

So how does one do that?

We call it starting with the what. Covey calls it starting with the end in mind. Essentially it is clearly defining the MOST IMPORTANT long term results sought. We strongly recommend you only have two or three of these. These become your "what's" "Continue to grow our client base" is a what but as last months newsletter taught us it is FAR From a G O A L. It is too vague, too general but it is a WHAT. Once you commit to the what the "how's" begin to pop. Highly targeted marketing, to a specific niche, more public speaking, form strategic partnerships, outsource administrative functions so you can focus on marketing and service more. All of these are "how's" to get you to the what. Once you have these THEN use the GOALS as written in last months newsletter (available on the resource page of www.johngvincent.com if you do not have it). These GOALS will now help you most efficiently focus on what are the most important effective things for you and or your organization!

So first become effective, then become efficient. Think of all the practical ways this comes in to play. Time management systems largely teach us how to get MORE DONE in less time. "We need this because we have downsized so fewer people to do the same amount of work."

Wrong place to start folks!! You need to start with figuring out the WHAT defining the most important things (become effective) then look at all the "stuff" and you'll find 1/3 of that "stuff" is garbage! Same applies to delegation. Do not delegate anything without ensuring it is directly related to being effective, otherwise you have not become more efficient you are now just wasting someone else's time.

On and on it will go. Excellence in life comes from 5 key areas. At Genesis we focus on fully developing these keys in middle management and leadership in order to maximize human productivity and success. Can we help you?

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Want to speak directly to John? Email inquiry@johngvincent.com or call him at 843-627-4587. Find John on [LinkedIn](#) or follow him on [twitter](#)

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