

Being Effective and Efficient

We all have the same 24 hours in each day. To achieve balance, you need to use this time both **effectively** and **efficiently**.

Effective: doing the right things

Efficient: doing things right

Think about this ... You are alert, sharp, and feeling good. You get into your well-tuned car with its tank full of gas and head out. You get on the main highway north of Toronto, set the cruise control and head west. The day is clear and bright and there is very little traffic.

Are you being efficient? Sure you are!!

Are you being effective? Well that depends on what your goal is. If you are trying to get to Halifax then you certainly are not being effective. In fact, because you are so efficient, you are getting further and further away from your goal.

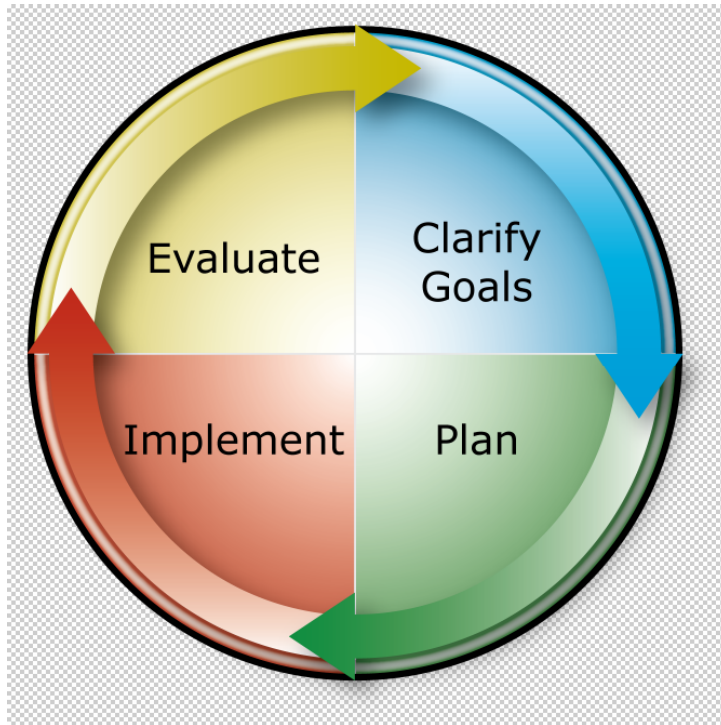
So, you need to be **effective** first, then **efficient**. You need to be sure that you are doing the right things, before you think about how to do them well.

If you are going in the wrong direction, speeding up doesn't help!

Shortly after my daughter was born I read an article about the best way to clean walls. After my initial surprise, (Who knew that walls needed cleaning?) I decided that cleaning walls, no matter how efficiently, was just not the best use of my time!

Achieving a Balanced Life

The Four Steps to Achieving Balance



1. Clarify your goals

- Who is important to me?
- What is important to me?
- What are my short and long term goals?

2. Plan your time

- What do I need to do to achieve my goals?

3. Implement your plan

- What did I plan for now?
- Is that still the best use of my time?
- What strategies can I use to be most effective and efficient?

4. Evaluate your results

- Did I achieve my short term goals?
- Have I made progress towards my long term goals?
- What do I need to change?

Be Effective:

- Clarify your goals to provide direction
- Plan to do the right things
- Implement the right things
- Evaluate to ensure you were working on the right things

Be Efficient:

- Implement efficiently
- Evaluate to ensure efficiency in the future