

## **Effectiveness and You**

**Sridhar Laxman**

I ask you to climb mountain A in two hours

You climb mountain B in 90 minutes

You are happy about being efficient, you did it quicker than I had estimated

However, are you effective?

Note, you climbed the wrong mountain.

Can you relate this to your workplace?

How many meetings would be productive, how many conflicts could be avoided,

how many targets would be met, goals achieved, clients retained, team members motivated, how many more products would be sold, hours saved, stress avoided, all if only employees were to be more effective.

Yes, effective, not just efficient

If you are like most people, you operate without an organized task list

If you do have a task list, its not prioritized

If indeed its prioritized, you don't necessary follow it

Are you nodding your head in agreement?

I am a life coach and trust me, I hear this from my clients almost everyday

You are not alone, millions of people the world over, are slaves to distraction

Trivia rules their lives, their attention is scattered and focus is ever shifting

They are running at breakneck speed without paying attention to the direction

They mistake activities for achievements, long hours for performance

They are in a rush to finish without pausing to question if it should be done at all

They worry about the how without understanding the why.

You don't have to be one of them

Effectiveness

Your bridge to greatness, the key that unlocks your true potential

An invisible hand that moves the spotlight over your head

A force that catapults you higher, much much higher

Effectiveness

Differentiates you from the average. Gets you recognized, rewarded.

Makes you highly valuable at the workplace. Earns you your place at the table.

Adds pride to your work, makes you a peak performer, a true asset.

Some understand it, few practice it

Effectiveness is clarity, effectiveness is purpose

Effectiveness leads to growth, results, profits.

Effectiveness is simple, easy and meaningful

However effectiveness is rare and its where most stumble

Get started today, become aware, take action

Master effectiveness, make it your greatest strength

Sustained success then is surely yours.

‘Efficiency is doing the thing right and effectiveness, doing the right thing‘

~ Peter Drucker

Reflect on this

Where can you be more effective?

What benefits would you enjoy by being more effective?

Who can help you?

What one action can you take today and every day to be more effective?