

SAG WAS DU MEINST

UND DU BEKOMMST, WAS DU WILLST

SIMILAR SOUNDING - SOMETIMES CONFOUNDING
TERMS WITH VERY DIFFERENT MEANINGS

EFFEKTIVITÄT

...die richtigen Dinge tun!

[EN]: EFFECTIVENESS

... is about things that bring us closer to a desired objective. That means to do only what will bring the issue further.

- Is the action bringing us closer to the goal?
- Do we do just what makes things happen?

EFFIZIENZ

...die Dinge richtig tun!

[EN]: EFFICIENCY

... means the most optimal way to achieve a desired goal quickly and with the least possible effort.

- Is the effort as low as possible to reach the goal?
- Are we doing things in the right way?

