ORGANIZATIONAL EFFICIENCY AND EFFECTIVENESS

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Efficiency and effectiveness are vital qualities that great managers should possess. Both these characteristics are necessary in achieving organizational goals and objectives in the most accurate and profitable manner. However, some might think that what if an organization only has one of these two characteristics? Would that organization be successful? Well, here’s my honest opinion regarding that topic at hand.

Since the question deals with “successful” organization, my answer is an emphatic “No”. Peter Drucker, the Father of Modern Management, explained that efficiency is doing things right while effectiveness is doing the right things. I personally believe that for an organization to be truly successful, the secret lies with the merging of both qualities. Why? Because even if one knows how to efficiently do lots of things, if he or she does not effectively know what to do in order to achieve the organization’s targets, some things will just turn out vile or worthless. Efficiency and effectiveness are best used in tandem.

To explain further, let us consider for instance an organization which gives disproportionate value to effectiveness. If this becomes the primary concern, the organization might give less importance to management of time and effort since the central idea of effectiveness is getting things done through right strategies, even if it takes longer. At times, one could also end up at nowhere since in some cases, giving too much value to effectiveness over efficiency could cause one to just think of better and improved ways to do a task without actually getting started with that task.
On the other hand, if the organization places its emphasis on efficiency alone, the focus would be given mostly to planning, process, and tactics of getting things done faster with the least waste of time, effort, money, and other resources. I am not saying that cost-efficiency is lame or bad. What I am pointing out is that in today’s more competitive and abruptly changing world, having only one of these forenamed qualities would be insufficient. There is no way to say that one is more significant than the other because both are equally essential for the success of an organization.

To end my argument, Sun Tzu quoted that strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat. Relating this to the matter at hand, I am concluding that effectiveness without efficiency is the slowest route to victory and efficiency without effectiveness is the noise before defeat. Therefore, both are really fundamental to an organization’s success. Practicing both qualities in our respective organizations could yield to increased participation and productivity. So again, for purposes of redundancy, I am a firm believer that for an organization to succeed in today’s immensely changing world, both efficiency and effectiveness should be practiced and mastered.

Reference: