Efficiency & Effectiveness

ASHLEY MUNRO, WASFAA PRESIDENT

Definitions

Effective
- Adequate to accomplish a purpose
- Producing the intended or expected result

Efficient
- Performing or functioning in the best possible manner with the least waste of time and effort

Effectiveness

Effective People

1	• Be Proactive
2	• Begin With the End in Mind
3	• Put First Things First
4	• Think Win/Win
5	• Seek First to Understand, Then to be Understood
6	• Synergize
7	• Sharpen the Saw

25TH ANNIVERSARY EDITION
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THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

POWERFUL LESSONS IN PERSONAL CHANGE

WITH A FOREWORD BY JIM COLLINS,
author of Good to Great and co-author of Great by Choice

Stephen R. Covey

The End Goal

- Provides the direction
- Keeps you focused
- Creates a sense of accomplishment
- Makes tasks more meaningful

"An effective goal focuses primarily on results rather than activity. It identifies where you want to be, and in the process, helps you determine where you are. It gives you important information on how to get there, and it tells you when you have arrived."
Stephen Covey

People

- You can be efficient with things. You must be effective with people.
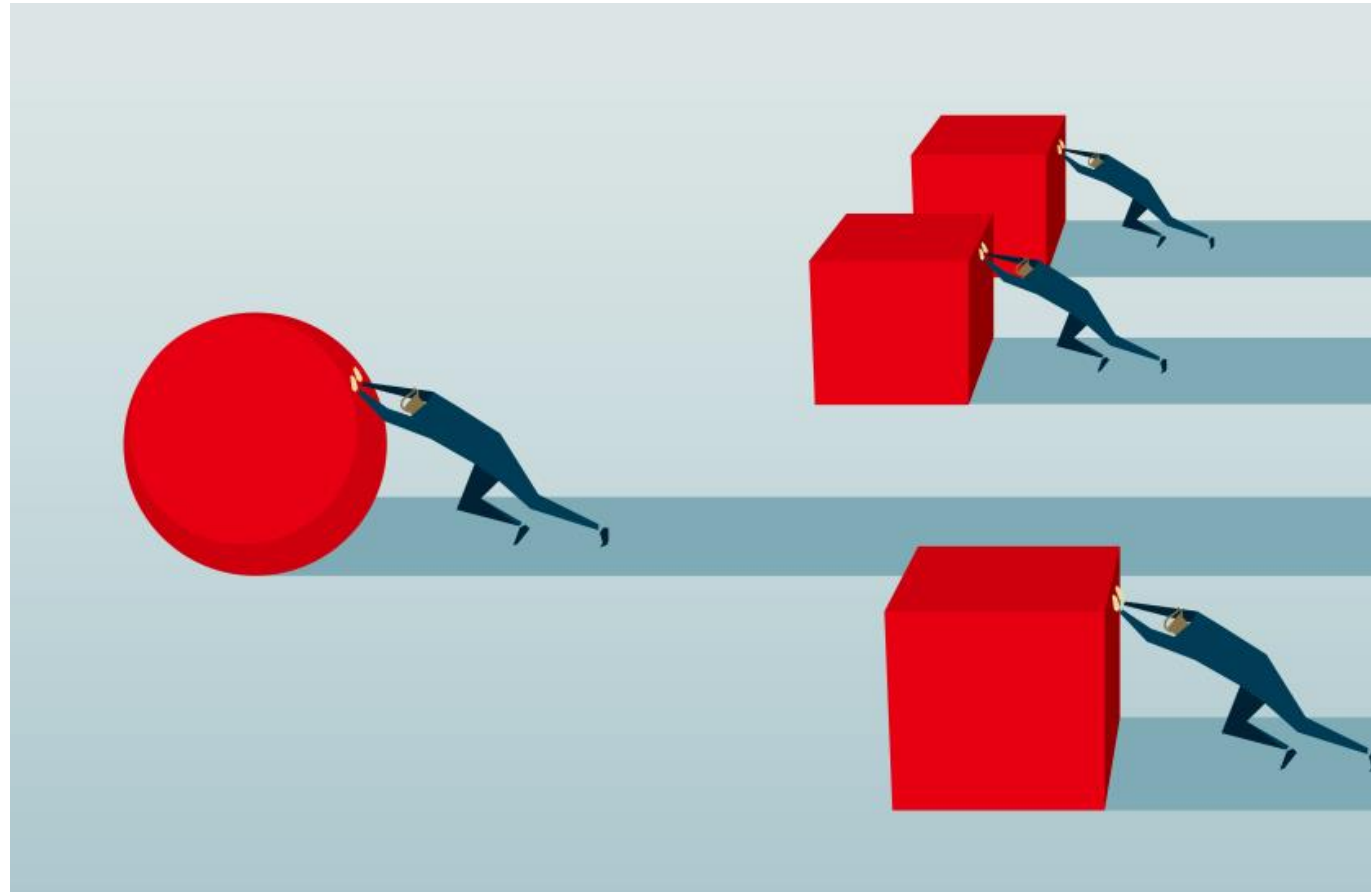- Be respectful
- Listen to understand

"A [student] is not dependent upon us, we are dependent upon him. A [student] is not an interruption of our work, he is the purpose of it"

Small Steps to Become Effective

- ▶ Be Proactive
- ▶ Take Responsibility
- ▶ Build Teams
- ▶ Create Your Efficiency System

Efficiency

Efficient Processes

- What takes time in your office?
- Ask "Why?"
- Flow charting helps
- Look for Process Improvement Groups

Where Do You Live?

	Urgent	Not Urgent
Important	**Quadrant I:** Crises Pressing Problems Deadline-driven projects	**Quadrant II:** Prevention activities Planning Recreation Recognizing new opportunities
Not Important	**Quadrant III:** Interruptions: call, email Meetings	**Quadrant IV:** Busy work Mail, calls

Covey, Stephen. (1989). The 7 Habits of Highly Effective People. Simon & Schuster, New York.

How to get into Quadrant II

- Time Management
- Email
- To-Do Lists
- Delegate

Time Management

- Track Your Time
- Assign Project Time Lengths
- Create a Weekly Schedule
- Include Emergency Slots
- Stick to It

"The Key Is Not To Prioritize What's On Your Schedule, But To Schedule Your Priorities."

- STEPHEN R. COVEY

FranklinCovey
THE ULTIMATE COMPETITIVE ADVANTAGE

Email

- Joselyn Glei *Unsubscribe*
  - Use apps to organize and snooze messages
  - Batch your box
  - Create folders

To-Do Lists

- Use whatever you like
- Set deadlines for accountability
- Break them apart
- Savor the success

Delegate

- Trust others
- Communicate results
- Set parameters
- Offer resources
- Provide accountability
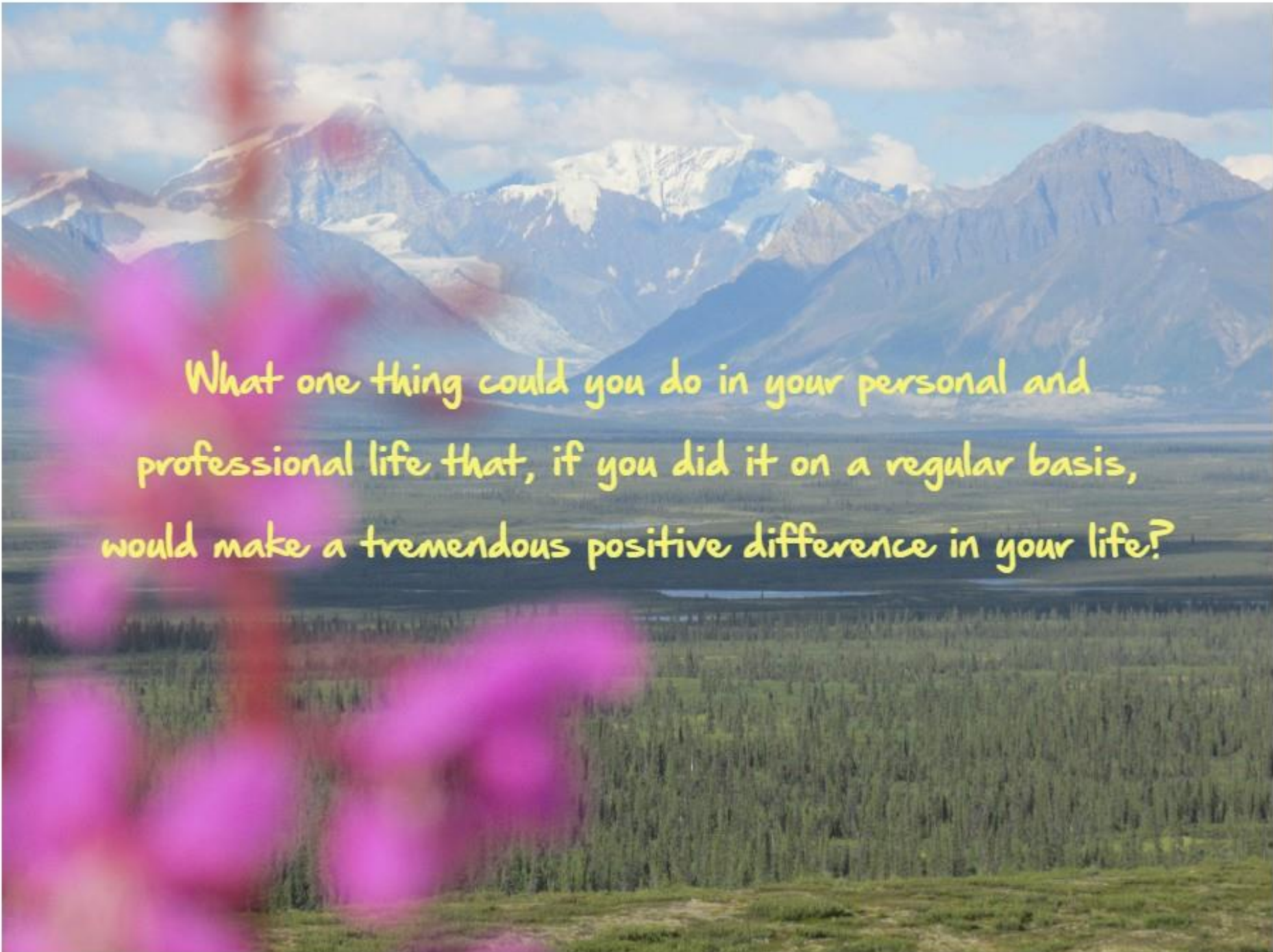
Practice: An Average Day at the Office

A. Have lunch with your Associate Director (1.5 hrs)

B. Email is overflowing (1 hour)

C. Catch up on NASFAA's Today's News articles (1 hour)

D. Prepare a presentation for conference (3 hours)

E. Attend scheduled meeting with enrollment team (2 hours)

F. Media wants an interview about loan default (1/2 hour)

G. Advisor requests a meeting with you (1 hour)

H. Learned something is missing from your P&P, needs research (2 hours)

I. Student with major issues needs your assistance (1 hour)

J. Annual budget report is due in 3 days (3 hours)

My Answer

8:00	Organize & Respond to Email
8:30	
9:00	Create Agenda for Enrollment Team Meetings (limit to 90 min)
9:30	Media Interview
10:00	Student with issues
10:30	
11:00	Make outline for conference presentation
11:30	
12:00	Lunch with Assoc. Director
12:30	
1:00	NASFAA Today's News Articles & Reflection
1:30	
2:00	
2:30	Enrollment Team Meeting
3:00	
3:30	Meet with Advisor
4:00	
4:30	Create outline for budget report

Questions & Comments