

# The Key To Effectiveness

## Clarifying Your Priorities

*"Never mistake activity for achievement"*  
-John Wooden

**EFFICIENCY = Doing things right**  
**EFFECTIVENESS = Doing the right things**

### Definition of PRIORITY

A task that is regarded as more important than another.  
All tasks are not created equal. Some tasks have more value than others.

## 3 WAYS TO CLARIFY YOUR HIGHEST PRIORITIES

### 1. WHAT ARE MY RESPONSIBILITIES?

- Why am I on the payroll?
- What am I really paid to do?

Take actions that make the most difference

### 2. WHAT ARE MY PERSONAL GOALS?

- What do I want to achieve?
- What do I want to spend my energy and time on?

Examples:

- Get a degree
- Run a marathon
- Write a book
- Learn to play an instrument

### 3. WHAT ARE MY VALUES?

- What does success look like to me?

Examples:

- Relationships
- Travel
- Spiritual life

*"Too many people get caught up in the thick of thin things."*  
- Stephen Covey