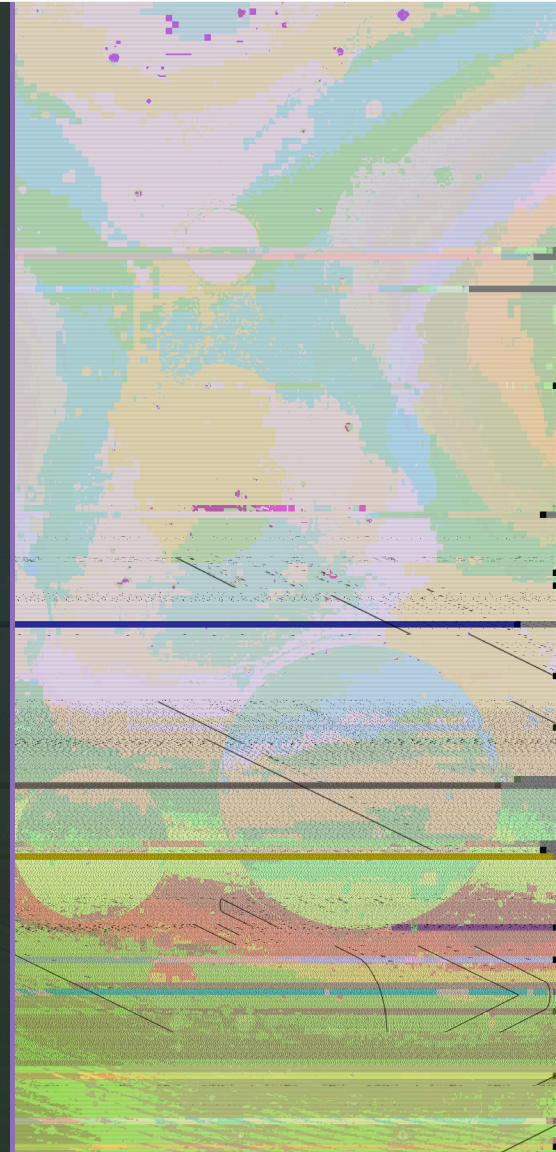




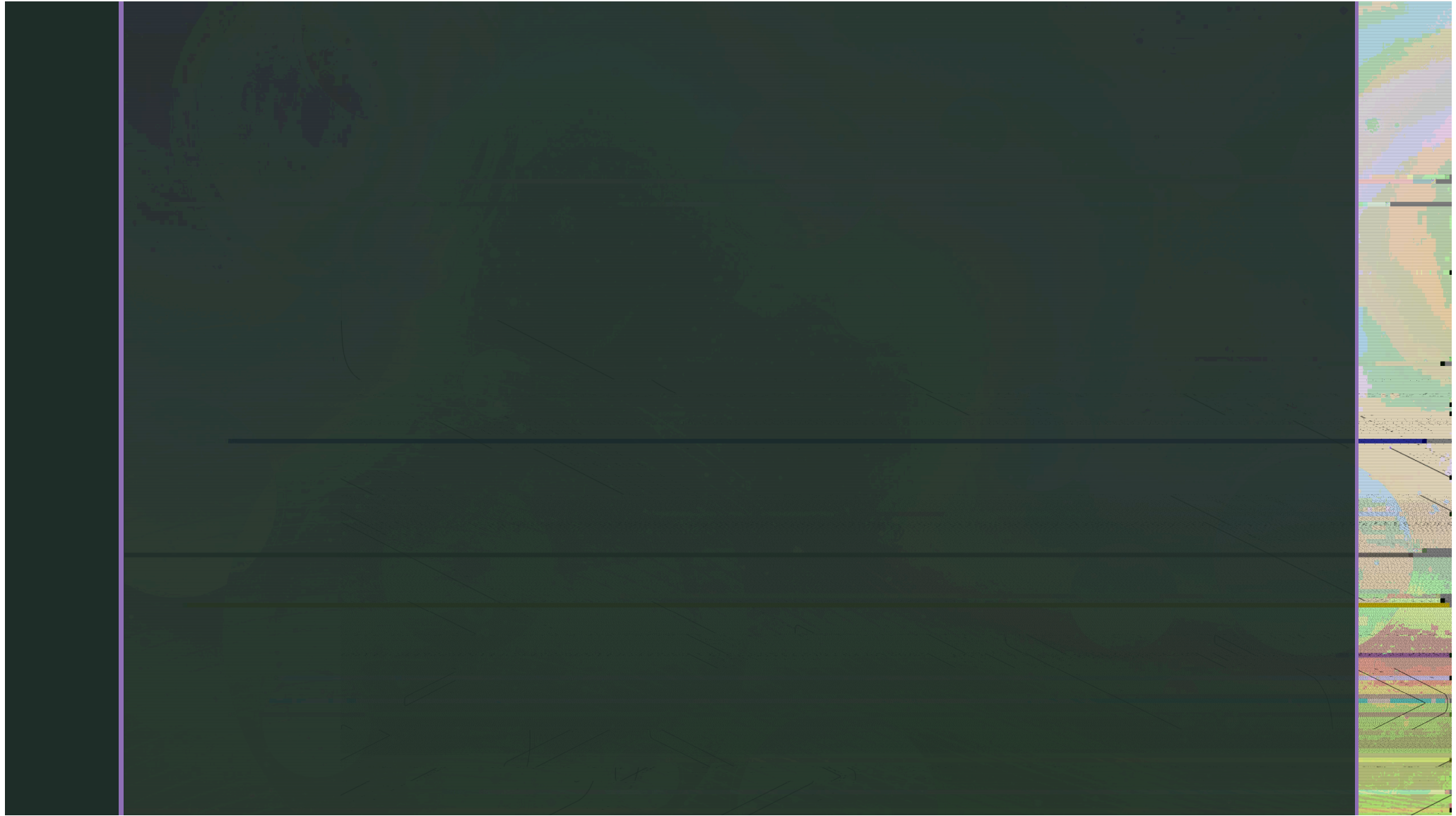
Rigo Rincones Gómez, Ph.D.

April 30, 2019



Chief







There is nothing so useless, as to doing
efficiently that, which should not be done at all.



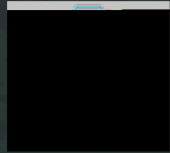
The Difference Between Effectiveness And Efficiency

Effective (adj.) - Adequate to accomplish a purpose; producing the intended or expected result.

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

The difference between effectiveness and efficiency can be summed up shortly, sweetly and succinctly – Being effective is about doing the right things, while being efficient is about doing things right.

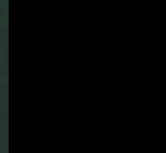
The 3-Facets of Data (3-FD)



The Strategy

Focus on your audience's needs!

- What



The Story

Elevate your message!



The Policy

Evaluate the impact!