

Efficiency vs. Fruitfulness

Efficiency makes sure
that things are done;
fruitfulness is concerned with
how people do them.

Efficiency looks for
effects;
fruitfulness looks at
values.

Efficiency measures;
fruitfulness ponders.

Efficiency judges
externally;
fruitfulness is more
profound.
Efficiency tends to be
frenetic;
fruitfulness is
calm.
Efficiency is
pushy;
fruitfulness does not
coerce.

Efficiency is cold
and calculating;
fruitfulness is warm
and assuring.
Efficiency is
impatient;
fruitfulness is
long-suffering.

Efficiency seeks only
success;
fruitfulness flourishes in
failure.
Efficiency could
isolate;
fruitfulness builds
community.

A machine may be
efficient;
only a human can be
fruitful.

For the efficient
people get
in the way;
for the fruitful
the personal is
the only way.

For the efficient
money matters
and time is at a premium.
For the fruitful
riches can't be counted
and eternity is the prize.

The efficient reach the top,
and are lonely;
the fruitful may be on the bottom,
but are fulfilled.

The efficient prove themselves
before people;
only God counts
for the fruitful.

In the life of business--
I concede--
they want you to be
efficient.

In the business of life,
however,
be fruitful!

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