

# Deliver! Don't Define!

## Efficiency

in general describes the extent to which time or effort is well used for the intended task or purpose. It is often used with the specific gloss of relaying the capability of a specific application of effort to produce a specific outcome effectively with a minimum amount or quantity of waste, expense, or unnecessary effort, says Wiki pedia.

My consumer's mind doesn't understand all this. And it better, if you're selling me a product or service. As a paying customer I expect delivery, not definitions.

Companies today spend more time explaining how efficient they are then actually getting on with the job. It is insulting. They will boast tirelessly about their awards and quality programmes but their customers remain just as frustrated, fed up and disappointed.

So this year when the Genius Genre at Mediazone Publishing picked efficiency as the central theme, there were mixed feelings at the grass root level. Are they trying to shut us down we wondered at editorial. Imagine trying to find companies who actually did what they claimed? Alas, ours is not to ask why. What did we discover?

We discovered that the true champions of efficiency are not those multi-billion dollar giants who use management policies to con their shareholders denying them profit and transparency. The real leaders of efficiency are simple companies who just 'do it'. They don't preach. They don't claim to invest in sophisticated programmes. They just take one task at a time and see it through to completion. Their customers are happy and satisfied. These companies perhaps don't make as much money as they'd like but they sleep well at night. So do their customers.

So let us have less of inept contemplation and more of simple action and we shall be all the better for it.

Our simple action this year is – Hong Kong's Most Valuable Companies is now accessible on iPad and iPhone, offering millions access to what was earlier available to just Hong Kong. We didn't announce it. We did it.

Glenn Rogers  
Publisher





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