



Effectiveness and efficiency are two interrelated elements. Effectiveness means doing the work in a correct way and reaching the desired result that is, assigning the person to complete a work that takes, for example, half an hour. If a person completes this work within the specified period, the correct method is effective for this individual. As for efficiency, it means performing the work in the right way and reaching the result in the least effort, time and cost. Efficiency and effectiveness studies in business institutions have received a lot of attention from researchers and writers in various fields and in all developed and developing countries alike. If we look at the relationship of this type of studies with the manager's jobs, we find that he is receiving special attention. Measuring effectiveness is the essence of the oversight function, which is also closely related to the planning function. That is, measuring effectiveness is per se measuring the overall performance of the institution or one of its parts and knowing the extent of progress or success achieved, according to a set of criteria that are appropriate to the nature of the activity or goal being measured. Because groups carry the secret of being - being (personal), at any rate. Understanding people - why they think, what they feel, and why they behave in some way - needs to understand these groups. Human behavior is often group behavior, and people must be studied in context, and that is their study in their families, friendships, working groups, etc., and not in isolation from these contexts. The study of the major social systems represented by institutions, local communities, and major societies also needs to be carefully considered in the groups that strengthen them, as these social forces, such as traditions, values, and norms do not reach individuals directly, but they operate through groups that belong to it the individual. The field of influence is, of course, the surrounding environment. The effect may be on the prevailing ideas, values, perceptions, trends, concepts, beliefs and behaviors, and it may fall on the prevailing economic situation, or on machines, equipment and technological means used, or on the means and methods of communications, or on the tangible physical side in the natural environment, this influence can be measured in several aspects, including the depth, breadth, time span, usefulness, and extent of compatibility with ethical values. We do not miss here to mention that the intended effect in the corner of effectiveness is the positive effect, there are actions that leave only a negative effect, but cannot be described as effectiveness, since the activity itself has a positive concept, and increases whenever the effect is deeper, wider, more useful, longer, and more in line with great values.

Omar Ismail Al Khoori

Omar_Al_Khoori@yahoo.com