

## Being Effective vs. Efficient

Management is often called upon to make difficult decisions. Some may say that the prime directive in Business is the maximization of profit at all costs. Weighing the best interests of the business vs. the customers may result in decisions which challenge this view of the prime directive.

Think about the highly publicized safety problems at General Motors (GM). The issue at hand was a faulty ignition switch which shutdown the automobiles while driving. The accidents that resulted caused many injuries and deaths over a prolonged period of time. Evidence would eventually show that several GM staff members knew about the problem years before it was announced publicly.

The public was quite upset to learn of the way GM had handled the situation. One observer said that a goal of efficiency had taken precedence over a goal of quality within this company. Using this case as an example respond to the questions below.

Do you think managers in general can improve both efficiency and effectiveness simultaneously? Discuss your response in detail. How do you think GM's leaders should have responded to the safety situation?

Your response should contain,

- An abstract of what you will be discussing
- Your description of events in the case study
- Your conclusions about the case study
- Your recommendations to management
- Bibliography of sources cited

All submissions are to be computer printed hardcopy conforming to the following format,

- 14 point Arial
- Double spaced
- Page numbered [center bottom]
- Header on each page [Your name, Paper Title, Date]