

---

## EFFICIENT and EFFECTIVE



If something/somebody is **efficient**, he/she/it works in a well-organised way without wasting time or energy – *schopný, výkonný, produktivní*  
He's not very **efficient**: he keeps filing letters in the wrong place, he works very slowly, and he keeps forgetting things.

If something is **effective**, it has the right effect: it solves a problem or gets a result – *působivý, efektní, účelný*  
I think a wide black belt would look very **effective** with that dress.

---

## PRAISING THE EFFICIENCY AND EFFECTIVENESS



Congratulations, John. You've **outdone yourself**! I'm really pleased with the way you managed to **stand your ground** in the face of Mr Brunner's strategy. You **gave as good as you got**. You have really **gone the extra mile** on this project. I've always said you would **go places**, and now I think it's time we talked about your future here.

---

## VOCABULARY BUILDING



**outdo oneself** – překonat se  
**stand one's ground** – trvat na svém, nevzdat se  
**give as good as one gets** – oplatit stejnou mincí, být rovnocenným soupeřem  
**go the extra mile** – vyvinout velké úsilí  
**go places** – dotáhnout to daleko  
**brilliant / outstanding** – brilantní/vynikající  
**first-rate work** – prvotřídní práce

---

## QUIZ: TEST YOUR KNOWLEDGE



Use **efficient** or **effective** to complete the sentences:

1. My headache's much better. The tablets really are \_\_\_\_\_.
2. The postal service is even less \_\_\_\_\_ than the telephone system.
3. The combination of black dress and pearls is very \_\_\_\_\_.
4. We purchased some \_\_\_\_\_ machines for our production.
5. The way he solved the problem was more than \_\_\_\_\_.

KEY: 1. effective, 2. efficient 3. effective, 4. efficient, 5. effective

---