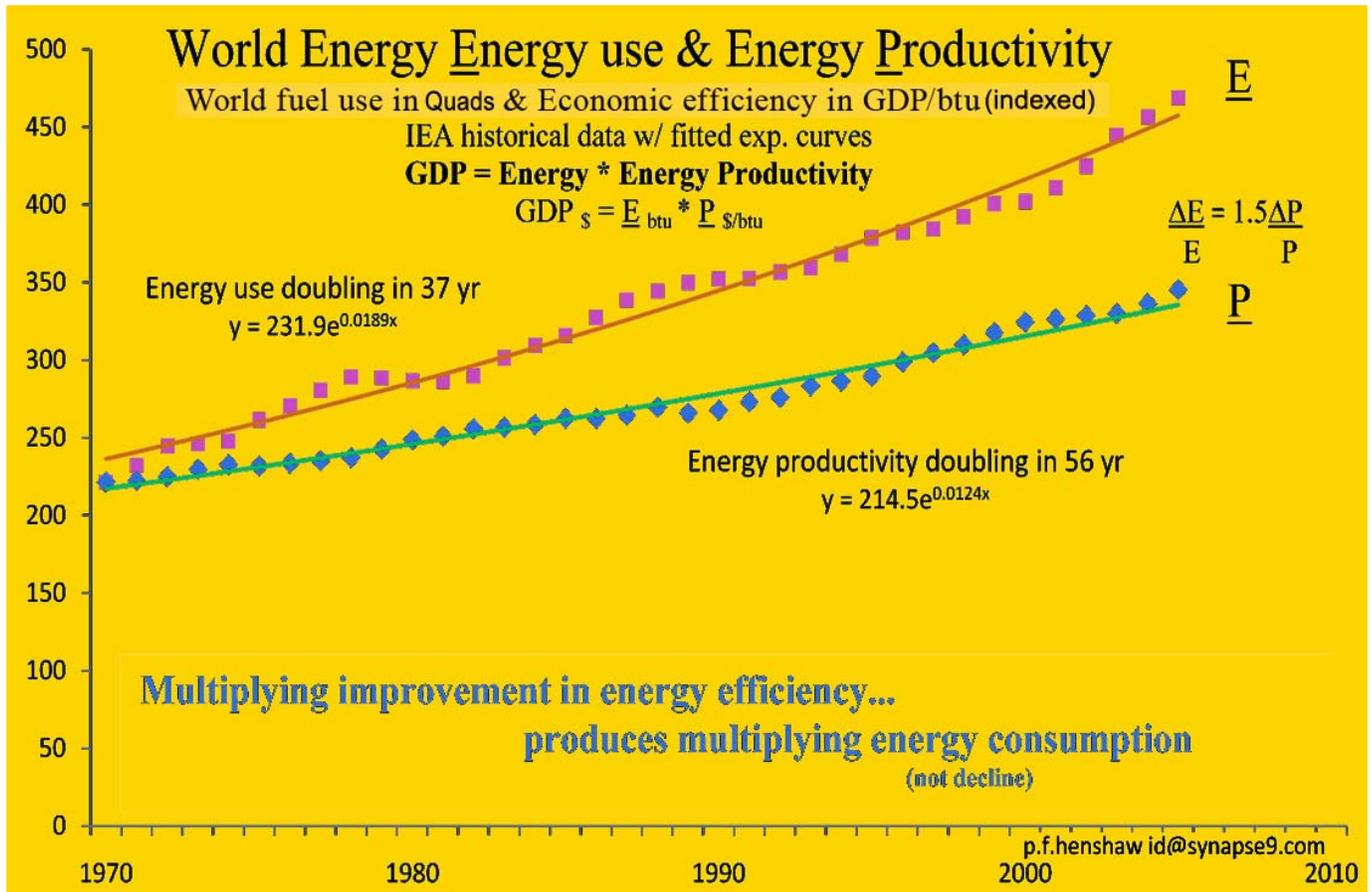


Our amazing mistake... misunderstanding efficiency

**We try hard to reduce the impacts of doing our tasks
And miss their added impact in improving the service.**



Our blind spot is how efficiency is used as a tool, used to facilitate other work & services. It removes barriers and resistance in the economy, mainly profiting from enabling the growing parts.

- 1) **Everyone promotes reducing our impacts, but it only pays if it multiplies our services...** It's the leverage of creative problem solving, small smart costs with big effect, that so multiplies our impacts.
- 2) **The sustainability and environmental movement leaders**, along with the business, government, science, and education communities, **WISH efficiency reduced our impacts on the earth in total**, not seeing why it always did more of the opposite, accelerating the conflicts we're trying to reverse.
- 3) **Efficiency & productivity always removed barriers to growth and increased our impacts.** it seemed to only have benefits until we started colliding with our natural limits, before about 1960.
- 4) **What apparently happened is**, without really thinking, popular culture chose reinforcing our work ethic as a solution, instead of looking at why our work ethic produce the problems we have to start with.
- 5) **The smooth curves** indicate 'liquidity' as markets equalize price and supply changes. New efficiencies one place set new standards and relieve demand in every other place, for example.

We need a new agenda.

Could it be to switch from providing ever more service to taking ownership of the whole product?

Notes: www.synapse9.com/issues/ErrorsInEfficiency.htm Slides: www.synapse9.com/pub/EffMultiplies.htm