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The LAWS of
EFFICIENCY

1st EDITION | PART 1

A + B
Goes to C

A painter's guide to doing things right.

What is efficiency?

Efficiency is the ability to do something or produce something without wasting time, materials, or energy.

A simple way of distinguishing between efficiency and effectiveness is saying, "Efficiency is doing things right, while Effectiveness is doing the right things." Here is an example of "efficiency" and "effectiveness" working together.

The Right Products, The Right Systems, The Right Place, The Right Time.

The "Right Now" premise is based on—the "selective objectives" of a process at any moment are just as important as the "quality" of the process.

You've probably heard, "If it aint broke, don't fix it." You may have also heard, "If it aint broke, break it." Which of these makes sense?

Actually, both do. It's called the Painter's Paradox. It's a seemingly absurd self-contradictory proposition of at least two things that never meet, but when investigated or explained may prove to be well founded or true.

The laws of efficiency need to be disobeyed in order to obey the laws. When we obey the laws of efficiency, we naturally disobey the laws.

A brief example...

"You cut. I'll roll." But, which comes first? We may have been taught cutting-in comes first, then rolling. Does that rule always apply?

Quite simply, the answer is NO.

In the scenario of painting bare drywall, we always want to roll first, cut last. In order to arrive at the conclusion that rolling first uses less materials, produces nicer results and takes less time—we have to disobey the rules in order to obey the rules. Got it?

That's why the #1 Law is Disobey the Laws

Let's move on next week to Law #2 Never Compromise the Laws. Wrong decisions have bad consequences.