Screen 1: [Dr. Michele Costanza talking] Hi, this is Dr. Michele Costanza. In this leadership profile, I'll ask you to think about this question: Was Henry Ford efficient and effective?

Screen 2: Henry Ford is most famous for the efficiency of the first moving assembly line for the entire automobile production in 1913.

Screen 3: Henry Ford said, "To resent efficiency is a mark of inefficiency."

Screen 4: What did Henry Ford think of effectiveness?

Screen 5: On effectiveness, Henry Ford said, "Many people are busy trying to find better ways of doing things that should not have to be done at all. There is no progress in merely finding a better way to do a useless thing.”

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