

Spread Information Like Butter: With Ease and Efficiency

What are “Ease” and “Efficiency”?

Before we get ahead of ourselves, it will be important to understand ease and efficiency. Ease, or to do something with ease, means that there is little to no difficulty involved in said task.

Efficiency, or to do something efficiently means achieving an end goal with little to no waste, effort, or energy. Both of these terms go hand in hand, especially when wanting to improve upon the spread of information and achieve a desired outcome.

Spread Information like Butter

To demonstrate the importance of ease and efficiency with the spread of information, we will first look at something a bit smaller scale and relatable. When making toast, do you butter it with cold butter from the fridge or room temperature butter from the counter? Hopefully you said the room temperature butter from the counter. If you picked the cold butter, I’m sorry, but you are wasting your time, using extra resources and likely not achieving the outcome you were hoping for.

So why pick the counter butter? Here are a couple of reasons that should seem obvious:

1. The butter is already softened and ready to be spread on your toast while it’s hot.
2. You don’t have to try to artificially speed up the process by microwaving it and risk half of the butter being completely melted.
3. You don’t have to wait for however long it takes to become softer, and probably winding up trying to use cold butter on toast.

This is Efficiency. You use as little effort, resources, and time as possible in order to achieve the best outcome. Because the butter you use is at room temperature, you don't tear your toast trying to spread it, it spreads smoothly. This is Ease. There was hardly any difficulty in spreading the softened butter. And, you achieve the goal of a piece of buttered toast while it is still hot, which is the desired outcome.

Spreading Information like Butter

Being able to spread information like butter, with ease and efficiency, is highly important. When sharing any sort of message, whether it be internally with the company or externally to customers, you want to do it frictionlessly, or like spreading room temperature butter. You also want it to be timely, like the butter being applied evenly to a hot piece of toast.

First, communicating efficiently helps all parties be on the same page. Nothing will be lost in translation. When everyone is in agreement about what is happening, this alleviates confusion and increases the effect of efficiency. Additionally, using ease and efficiency to communicate helps to free up resources that could be better used elsewhere. For example, time can now be used to better problem solve or complete other, higher value tasks. Lastly, this can help save money; the least number of inputs desired to create the greatest output and outcome.

Ease and Efficiency in Information Engagement

If you want to start spreading information like butter, sign up for Nteraction today.

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that communication with your audience (your employees, customers, partners, and constituents) easily over multiple channels, simultaneously. And finally, *LEARN* what interests your audience in that communication through built in, cookie-less analytics.

Nteraction. Sharing information to anyone, anytime, anywhere, instantly.