

Affective vs. Effective

To be affective
without being effective
is empty;
to be effective
without being affective
is cold.

Effectivity controls
what we do;
affectivity colors
how we do it.
Effectivity issues
from our hands;
affectivity flows
from our hearts.
Effectivity is the
goal of the manager;
affectivity is the
concern of the lover.

Effectivity produces;
affectivity embraces.
Effectivity performs;
affectivity feels.
Effectivity achieves;
affectivity affirms.

However,
for both affectivity
and effectivity
to be effective,
they cannot be
affected.

For, affectivity cannot
be reduced to
affectation,
and effectivity
includes more than
efficiency.

Therefore,
the ideal in life is
to be affectively effective
and effectively affective.