

## THE 80/20 RULE

Sometimes called the Pareto Principle, the 80/20 rule suggests that, in general:

- 80% of outputs result from 20% of inputs
- 80% of consequences result from 20% of causes
- 80% of results come from 20% of efforts.

80/20

### consider business:

80% of sales come from  
20% of the products

80% of profits come from  
20% of the customers

80% of complaints come from  
20% of customers

80% of sales come from  
20% of sales staff

### consider life:

80% of accidents are caused by  
20% of motorists.

80% of traffic jams occur on  
20% of our roads.

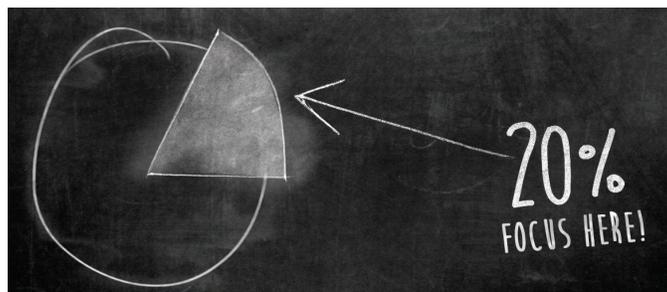
80% of crime is committed by  
20% of criminals.

80% of the divorce rate is caused by  
20% of those who marry and re-marry.

The Pareto Principle tells us that there is a built-in imbalance between causes and effects:

- The great majority, which have little impact, and
- The small minority, which have great impact

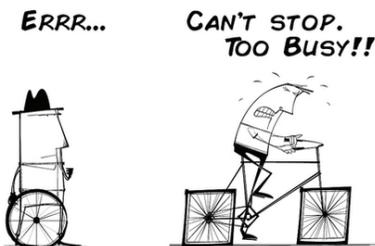
The challenge and opportunity is to increase our high-results-producing activities and cut back or eliminate much of the rest.



## HARNESSING THE 80/20 RULE



	<b>Nonessentialist</b>	<b>Essentialist</b>
<b>Thinks</b>	ALL THINGS TO ALL PEOPLE "I have to" "It's all important" "How can I fit it all in?"	LESS BUT BETTER "I choose to" "Only a few things really matter." "What are the trade-offs?"
<b>Does</b>	THE UNDISCIPLINED PURSUIT OF MORE Reacts to what's most pressing Says "yes" to people without really thinking Tries to force execution at the last moment	THE DISCIPLINED PURSUIT OF LESS Pauses to discern what really matters Says "no" to everything except the essential Removed obstacles to make execution easy
<b>Gets</b>	LIVES A LIFE THAT DOES NOT SATISFY Takes on too much, and work suffers Feels out of control Is unsure of whether the right things got done Feels overwhelmed and exhausted	LIVES A LIFE THAT REALLY MATTERS Chooses carefully in order to do great work Feels in control Gets the right things done Experiences joy in the journey



Before each and every activity, reflect and clarify the "POP"

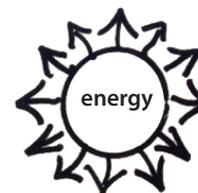
**Purpose:** What is the purpose of this action? Why is it worth my/our investment of time and energy?

**Outcomes:** What are the specific outcomes I plan to achieve?

**Process:** What is the best process I can use to create the best possibility of achieving these outcome and fulfilling the purpose?

***If you can't POP it, consider not doing it!***

**"If you don't  
prioritize your  
life, someone  
else will."**



## PRIORITY MAP INSTRUCTIONS

In developing an essentialist mindset, priority mapping is a concrete way of pushing yourself to identify your top priority in every circle of your life. If you could do just one thing for yourself, or for your family, what might it be? If, at work, you could accomplish just one thing that would have the most meaningful impact, what would you choose?

In every single moment we have a choice about how to spend our time and energy. While we don't often have the luxury of limiting our priorities to one, understanding what's most important to us offers a guiding light for those many moments when demands pull our attention and energy in multiple directions.

### Step One.

Use the priority map template on page five to identify the circles of your life beginning with your self at the center. Move out from there in order of importance. Be sure to include every circle to which you give time and energy (e.g., family, friends, spiritual community, child's school, etc.). You may need to add additional circles to the template provided. See a sample priority map on page four.

### Step Two.

Once you've identified your circles, start with the circle of self and ask yourself, "If I could accomplish only one thing, what would it be?"

After self, go on to ask the same question for the rest of the circles.

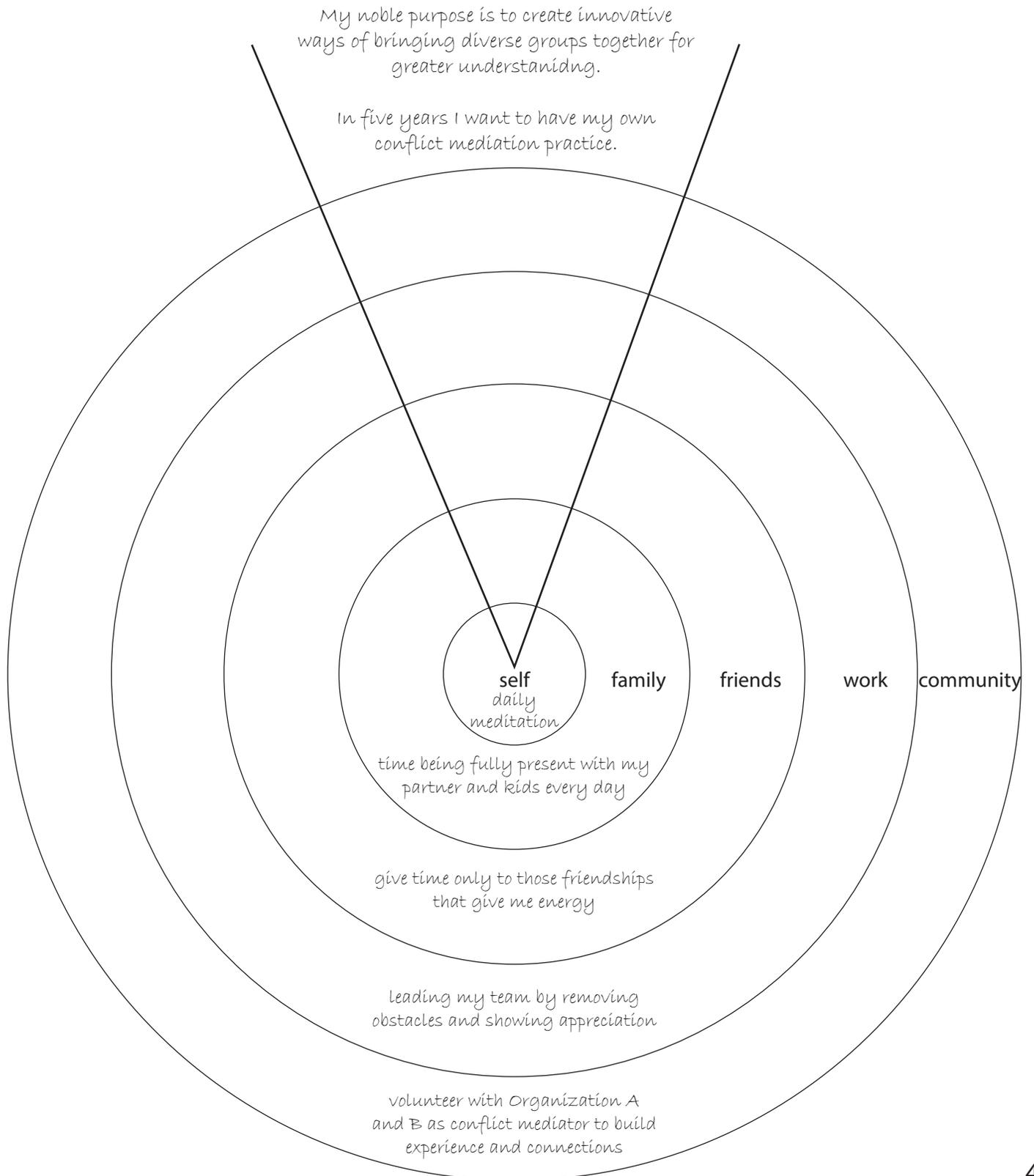
### Step Three.

Once you've identified your life circles and top priority for each, consider your future vision for yourself. Where do you want to be in five or ten years? How you choose to act on your priorities would look different if you want to retire in ten years than if you want to start your own business.

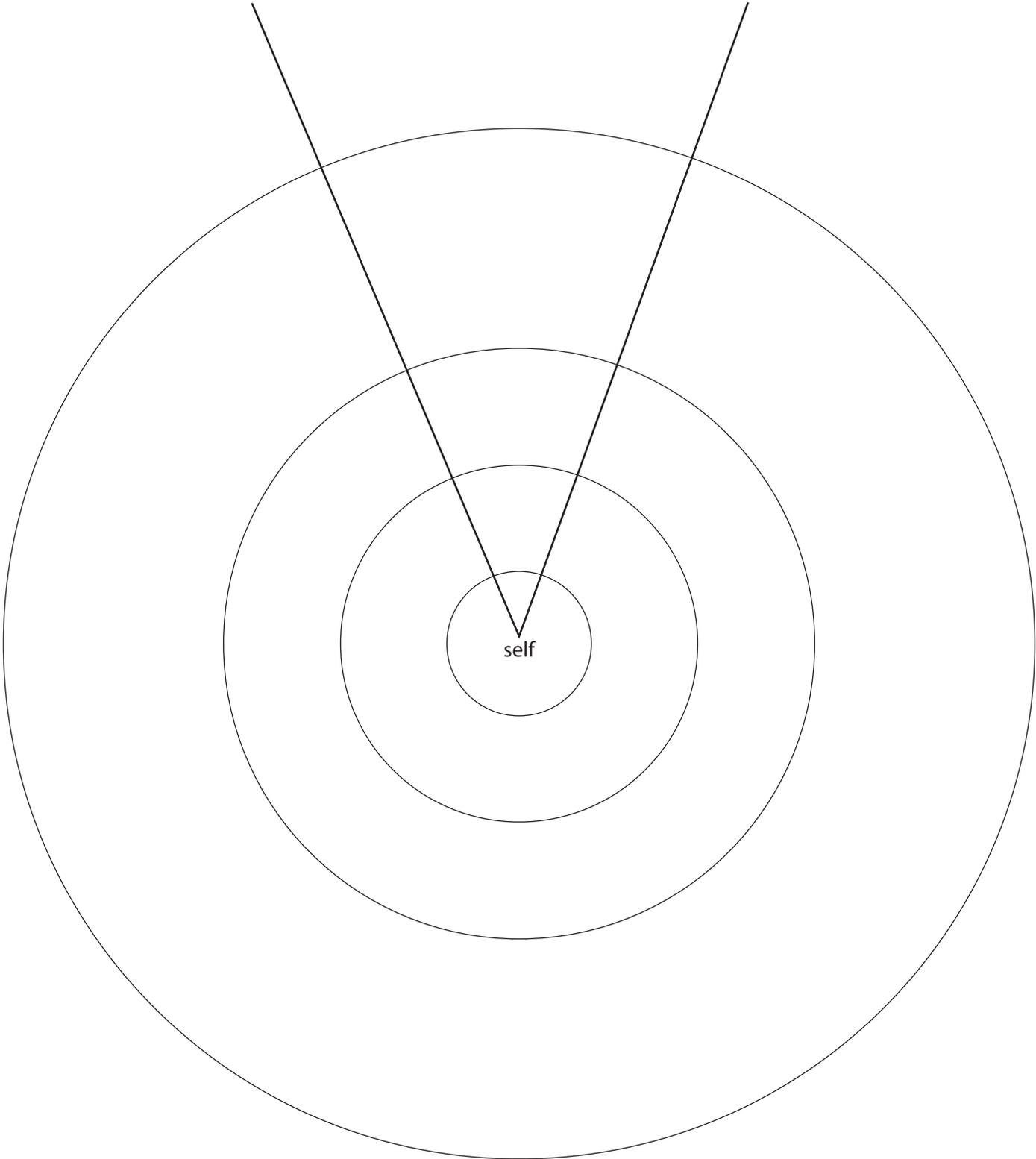
### Step Four.

Another complement to the priority map is the Noble Purpose Activity on page six. Similar to your future vision, your noble purpose is a powerful lens through which to consider how to act on your priorities.

## PRIORITY MAP SAMPLE



PRIORITY MAP



## Noble Purpose

The most powerful leaders and team members connect their work with something bigger than themselves. It is important to take time to consider our actions in the context of our noble purpose—our sense of what guides us toward fulfillment of our best work.

If I could accomplish one thing in my life, it would be...

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If I could make an important contribution to my work, it would be...

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If I had the power to make any change at all in the world, it would be...

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Review what you have written about what is most important to you. Do you notice a pattern, or one idea that comes up over and over, in different ways? (Try to do this in one sentence.)

**My noble purpose is...**

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