

July/August/September 2004

### The 80/20 Principle

The 80/20 rule, or Pareto Principal, states that the relationship between input and output is rarely, if ever, balanced. When applied to work, it means that approximately 20 percent of your efforts produce 80 percent of your results. Learning how to recognize and then focusing on that 20 percent is the key to making the most effective use of your time. Use the rule as a reference point to ask whether or not you are focusing on the important 20% - or the trivial 80%.

#### Apply the 80/20 Principle by:

- Looking for the short cut
- Identifying what really is important
- Taking time to choose
- Being selective
- Striving for excellence in a few things
- Delegating as much as possible
- Only doing the thing you enjoy
- Only doing the thing you are good at
- Limiting your opportunities
- Identifying what needs to be changed

*Focus on what you do well rather than what you don't. What do you do well? What do you enjoy doing? What can you specialize in?*

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### Visualize Selectivity

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#### *Irene's Mission Statement*

*My mission is to deliver exceptional coaching services to help my clients achieve extraordinary professional results.*

Your referrals are appreciated!

### Books Supporting Change

*The 80/20 Principle: The Secret to Success by Achieving More With Less* by Richard Koch is a book that uncovers the principles behind the fascinating 80/20 principle. Koch provides some practical applications of the theory in his book.

You'll learn that you can actually be more effective with less effort by learning how to identify and then focus on the 20 percent that really counts to increase your effectiveness in work and play.

Koch asserts that the 80/20 rule applies to all kinds of activities –e.g. time and happiness, not just business. The book will cause you to think about how you can apply the principle to yourself.

*"Things that matter most must never be at the mercy of things that matter least.."*  
Johann Wolfgang Von Goethe

### Coaching Success Story

I have a long term client, R, who has used our coaching calls to hone in on effectively focusing on the important 20% in her highly successful career. Before I started work with R five years ago she was reluctant to add coaching to her already busy schedule. A sample session convinced her that working with me would help her focus on what was important - so she went for it.

R has become one of the most organized, highly effective senior executives I have ever met. She is able to manage her high paced career consistently reaching and exceeding business goals with an amazing degree of calmness. Plus she is able to spend much quality time with her husband and young daughter and still finds time for herself.



Irene Leonard

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