

LIVING THE 80/20 WAY

**Work Less, Worry Less,
Succeed More, Enjoy More**

RICHARD KOCH

RICHARD KOCH is the author of 13 books including *The 80/20 Principle* and *The 80/20 Individual*. Mr. Koch lives his 80/20 ideal passionately and works part-time at a number of business ventures while also doing the things he enjoys the most. He has interests in a consulting business, a personal organizer development company, hotels, restaurants, a premium gin distiller and one of the world's leading betting exchanges. Mr. Koch divides his time between his offices in London, Cape Town and the south of Spain.

The Web site for this book is at www.the8020principle.com.

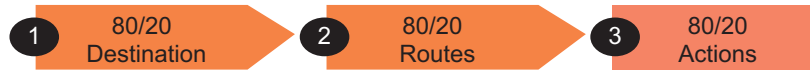
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MAIN IDEA

By doing less, you can actually end up achieving more.

The key is to make sure you're doing less of what adds only marginal value (most likely 80-percent of your current tasks) and focus instead on doing better whatever generates the majority of the value you add (the other 20-percent). To find the time to do this, don't even try doing your marginal value tasks. Instead, focus on your key tasks and completely drop everything else.

In practice, the best way to achieve this is to work backwards from where you want to end up:



First, describe your destination – something personally motivating which cuts through all the irrelevancies and spells out where you want to end up in terms of personal development, career, money, relationships and quality of life. Define what you really want.

Next, figure out your 80/20 route possibilities. Usually there will be a number of options for reaching your specified destination. Your 80/20 route will be many times more productive than all the other options, and it will be easier for you to do.

Finally, get into action – do the very few things which will help you achieve more with less effort than you ever thought possible. It is only when you actually take action rather than merely knowing what you should be doing that changes will start to occur.

“If you could work a two-day week and yet gain much better results and pay than you do for a full week now, would you be interested? You can transform your life if you follow the 80/20 way. If we understand the way the world is really organized – even though that might be completely opposite to what we expect – we can fit in with that way and get much more of what we care about with much less energy. By doing less, we can enjoy and achieve more.”

– Richard Koch

1. The underlying 80/20 principles and laws Pages 2 - 3

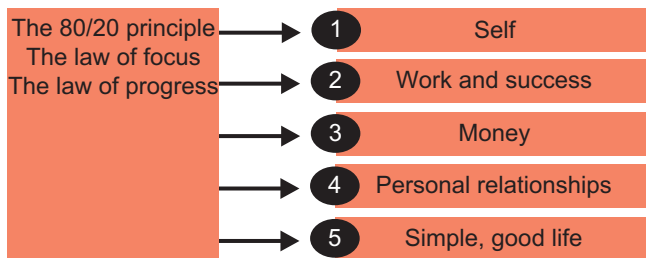
The 80/20 principle states in every field of human endeavor, a mathematical relationship holds true under which 20-percent of the items provide 80-percent of the value. High performers achieve that status by focusing more intensively on the key 20-percent activities. In this way, they can achieve spectacular results with less effort, not more. This principle is so well established in business that it would be a shame not to take advantage of it in other areas of your life as well – in self development, in your personal relationships and in your approach to money, work and success.

The 80/20 principle leads to the two laws:

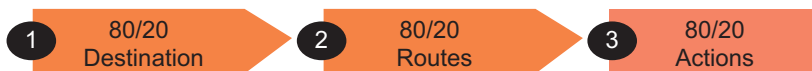
- The law of focus – less is more.
- The law of progress – we can create more with less.

2. Using 80/20 principles to make a life and a living Pages 4 - 6

There are five key areas in your life where the 80/20 principle and the laws of focus and progress can and should be applied in order to enhance your personal productivity:



In each of these areas, you should follow a three-step process which will enable you to make dramatic improvements in productivity and accomplishment:



3. Developing your personalized 80/20 plan Pages 7 - 8

Irrespective of where you're starting from, it is possible to change your life by taking some 80/20 actions. These will be relatively easy actions which will make an inordinately large difference to your personal happiness and to the happiness of those closest to you. Interestingly, taking 80/20 action doesn't require that you change how you feel first. Instead, it suggests that if you do the smart thing and take the few right actions required, your feelings will take care of themselves. In the final analysis, the 80/20 principle will only make a change in your life when you get into action and do things differently. It's not what you know but what you do that counts.

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