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The

80/20

Rule

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**When you get into  
the office in the  
morning, what  
techniques do you  
use to identify  
what needs to get  
done first?**

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One common  
technique is  
called the  
**Pareto principle,**  
also known as  
the **80/20 rule.**

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**This technique can help you determine and prioritise your highest-impact tasks, increasing your productivity throughout the day.**

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# What is the Pareto principle?

The Pareto principle states that for many outcomes, roughly 80% of consequences come from 20% of causes.

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In other  
words, a small  
percentage of  
causes have  
an outsized  
effect.

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**This concept is  
important to  
understand  
because it can  
help you identify  
which initiatives  
to prioritise so  
you can make the  
most impact.**

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**This phenomenon  
also goes by a couple  
of different names:**

- 1. Pareto principle**
- 2. The 80/20 rule**
- 3. Law of the vital few**
- 4. Principle of factor  
sparsity**

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The **80/20 rule** is not a formal mathematical equation, but more a generalised phenomenon that can be observed in economics, business, time management, and even sports.

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# General examples of the Pareto principle:

**20%** of a plant contains  
**80%** of the fruit

**80%** of a company's  
profits come from  
**20%** of customers

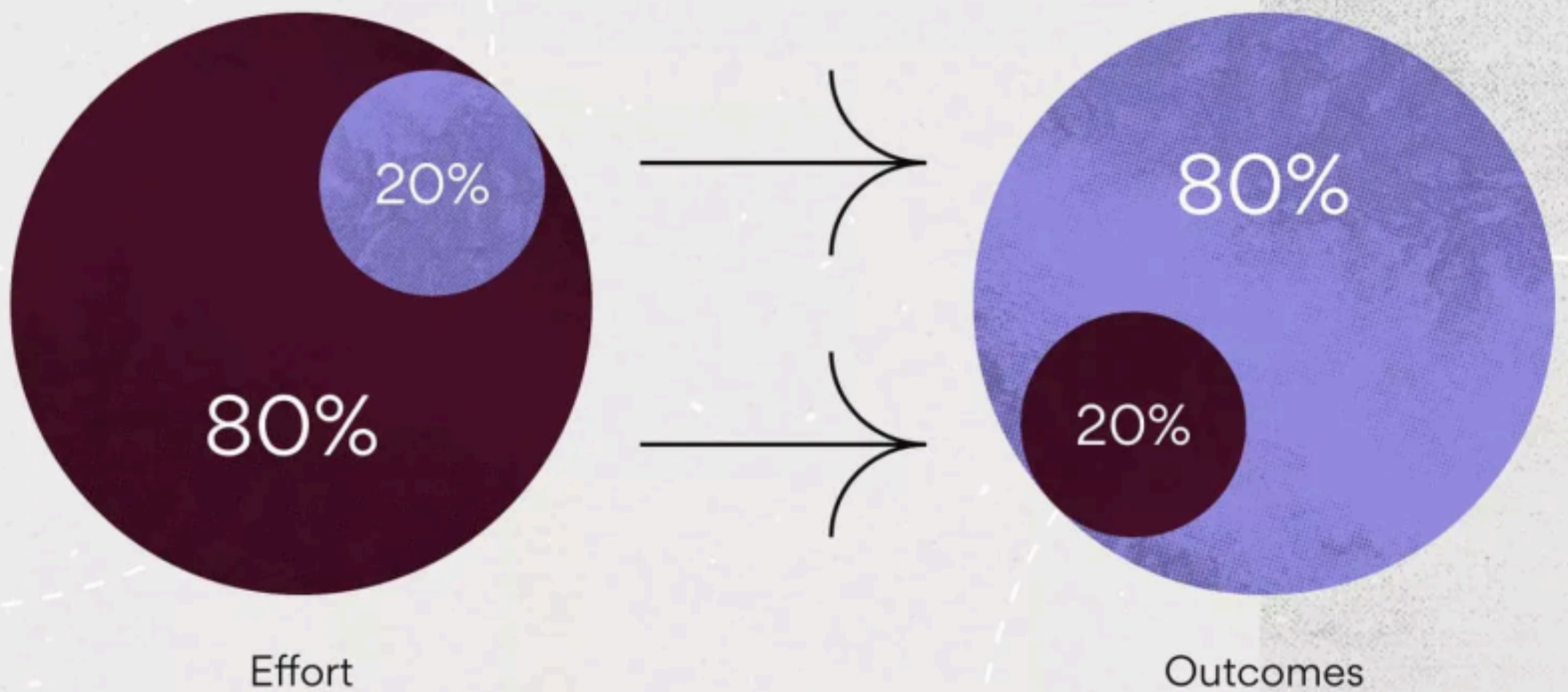
**20%** of players result in  
**80%** of points scored

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