

# 80/20 RULE

The 80/20 rule asserts that 80% of outcomes (or outputs) result from 20% of all causes (or inputs). When applying this to business, the goal of the 80/20 rule is to identify the inputs that are potentially the most productive and make them the priority.

A majority of results tend to come from the minority of causes. This applies to multiple facets of business.



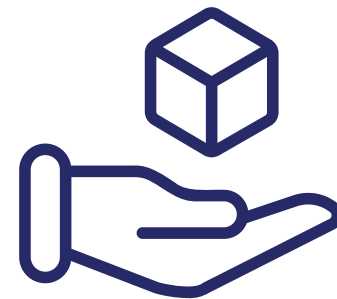
Employees



Personal actions



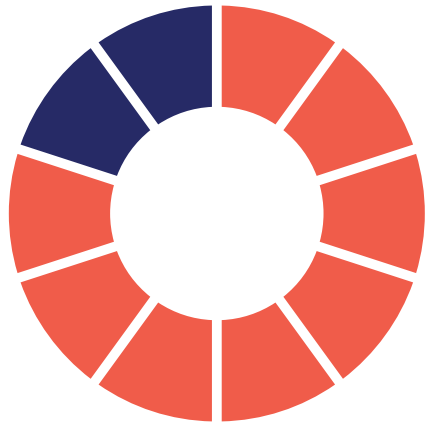
Customers



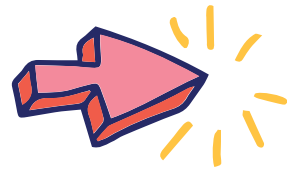
Products & services

**More Productive Tasks = Greater Output**

**20% EFFORT**



**80% RESULTS**

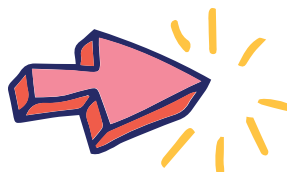
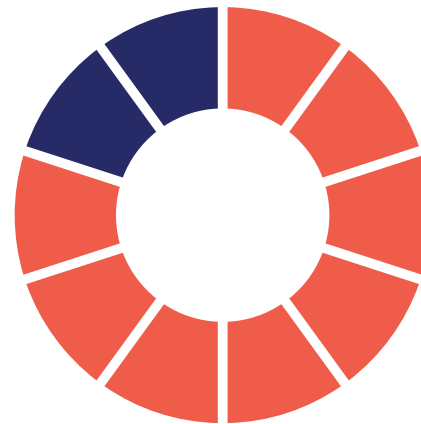


20% of your CUSTOMERS create 80% of your REVENUE  
20% of EMPLOYEES produce 80% of the RESULTS  
20% of MARKETING represents 80% of OUTCOME

**80% EFFORT**



**20% RESULTS**



80% of the PRODUCT built in 20% of the TIME  
(keep in mind, the 20% of fine tuning can take the most work)