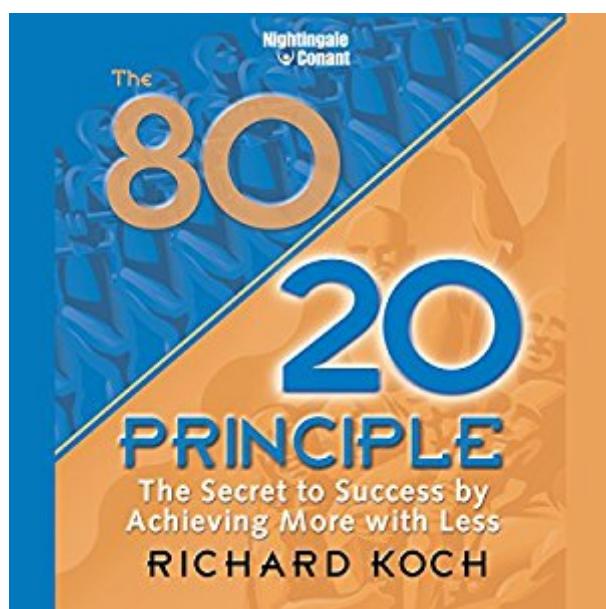


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# The 80/20 Principle: The Secret To Success By Achieving More With Less



## **Synopsis**

Secrets of the 80/20 Principle revealed! Find your "critical 20%" and transform your time - and life - forever! The 80/20 principle - also known as the Pareto principle - is the well-verified observation that in business, economics, and life generally, about 80 percent of all results flow from a mere 20 percent of our efforts. In this thought-provoking and highly informative program, Richard Koch unveils the secrets to how this mysterious but practical principle actually works... how it is affecting your life right now... and how you can start using it to your advantage. You'll learn: How to identify the critical 20% in every area of your life How to give up the guilt of not working as hard as you think you're supposed to Why "time management" is a counter-productive fallacy The six things successful 80/20 practitioners do differently than you How to make the 80/20 Principle work for you in your job, even when you don't have total control over your time What the 80/20 Principle can teach you about who to hire How to avoid dooming yourself to life as a wage slave How the 80/20 principle can multiply your money And much more! The unspoken corollary of the 80/20 principle is that little of what you spend your time on actually enriches your life. But by concentrating instead on the few things that do matter, you can unlock the enormous potential of the critical 20 percent and multiply your happiness and fulfillment. When you learn how to systematically apply the 80/20 principle, you will finally have the power to transcend the pressures of modern life: to become more successful and to enjoy more leisure, serenity, and great relationships with friends and loved ones.

## **Book Information**

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## **Customer Reviews**

This book was amazing. I found the principles taught in this book to be not only simple but easy to

apply. In fact, the 80/20 rule was already happening in my business and this book has helped me to understand better where to put more focus. Not everyone will agree with applying the 80/20 principle to their lives or business but I promise you this book will open up your eyes to trends and patterns like never before. This is a book that you will read numerous times and I would recommend as a Top 10 business book.

I absolutely love this book! So much great information. It has been very pivotal in helping me get my priorities straight in both my personal and professional life. Well done Richard!

Great book! The 80/20 principle is a game changer. This book is a little wordy for non-analytical minds so if you prefer more colorful reading you may have to push through to grasp the idea. I still highly recommend it!

Richard Koch points out that he's apparently the first author to write a full-length book on the 80/20 principle. That's an astonishing gap in management education, and I've seen the consequences many times over in companies that are unable to define high-impact priorities at virtually all levels. Koch does a superb job of explaining 80/20 management, and I'd recommend--or rather *\*strongly\** recommend--that everyone who wants their organization to prosper should buy and distribute a few caseloads of this book. Koch is somewhat less successful at extending the 80/20 principle beyond the business world. He's absolutely correct that it's a useful tool for setting personal priorities... but Koch really needs to be more helpful about how to make this happen. His present approach, even with the updating in this new edition, arguably takes away from the strong focus in the first half of the book.

Being in computers and various businesses over the years I found this book to be right on the money. The 80/20 principle is another branch of Physics. And we all know you can not change the rules of Physics (The Universe). The first part of the book concerns itself with the 80/20 as it applies into various business applications. For myself it brought back memories of so many analyses I had performed for my clients. The results of these analyses were exactly the conclusions as described in the book. The principles guidelines concerning Corporate Success are very well detailed. Next the 80/20 Principle is applied to your personal life. This part of the book I found very interesting as it brought back memories of the many encounters I had through the years. I wish I had known and understood (Or shall I say "Better Defined") the 80/20 Principle sooner. All in all a great book for it

generates a lot of thought of the present situation we live in today.

If you haven't heard of Pareto's 80/20 Principle then absolutely read this book and get a great primer on what it is and an overview of how you can apply the philosophy to your life. Koch does a great job on these basics. But as an economics major and already a fan of the business book and self-improvement genres, I found myself wanting to go deeper. Koch mentions four people that he sees living 80/20 -- they're all men. I'd love to see case studies with women. I'd love to see case studies in particular with parents. What 80% of the parenting do you outsource? This isn't a parenting or a women's book per se so I'm not surprised that Koch didn't cover these issues exclusively, but I would have liked to have seen some mention of how to apply the 80/20 principle to the juggle of earning a living and raising a family. Many times those two items are synonymous for men but completely separate for women (if a man works he is taking care of the family just by working; if a woman works that is seen as not taking care of the family and she then needs to do a whole set of other items to prove that she still cares, taking away precious time for that magical "20%"). Koch updated his book from 10 years earlier and addressed some of the feedback he received since his first edition. Perhaps he can address this issue for his third? I enjoyed his insights and would love to see an 80/20 for the non-executive man.

Excellent point made in this book that are shaping my thinking and helping me get to the next level. I need to read it again.

Love the concept of this book, but was disappointed in the execution. The writing style didn't flow at all and it felt too stiff and rigid for such a simple concept. I found myself frustrated about 50 pages into it and had to skim through a great deal of the rest. Maybe that means I learned the 80/20 principle, because I found that only about 20% of this book to be useful or interesting.

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