

# Mastering Time Management With the 80/20 Rule

## Understanding the 80/20 Rule

### How the 80/20 Rule Can Help You at Work

- **Prioritise Top Clients:**  
Focus on the top 20% of clients who bring in 80% of the revenue.
- **Focus on Key Projects:**  
Allocate resources to the 20% of projects that yield 80% of value.
- **Optimise Sales Strategies:**  
Concentrate efforts on the 20% of products that generate 80% of sales.
- **Enhance Core Skills:**  
Develop the top 20% of skills that contribute to 80% of work success.
- **Streamline Communication:**  
Focus on the 20% of communication channels that facilitate 80% of successful information transmission.

### Structured Approach to Applying the 80/20 Rule

- List Everything: Write down all the parts you're looking at
- Check How Things Work: Determine the top 20% impactful elements
- Make a Plan: Do more of what works and less of what makes little impact
- Review and Adjust: As new things happen, check again to stay updated

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

Productive Time

Unproductive Time

"The 80/20 rule prompts us to maximise our productive time and minimise inadequate time."

### Tools for 80/20 Rule Time Management

- Pareto Analysis Charts (often used in Excel or Google Sheets)
- Time Tracking Apps (like Toggl or RescueTime)
- Task Management Software (such as Asana or Trello)

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"People who achieve the most are **selective** as well as **determined**. Few people take objectives really seriously. They put average effort into too many things, rather than **superior thought and effort** into a **few important things**."

Richard Koch, a British author and investor