Small causes create BIG RESULTS
How to find and focus on the key small causes.
Pareto principle
80-20 rule
80% of effects come from 20% causes

Focus Further For Massive LEVERAGE
80% come from 20% = $80/20^1 = 16:1$
64% come from 4% = $80/20^2 = 250:1$
52% come from .8% = $80/20^3 = 4,000:1$
40% come from .2% = $80/20^4 = 65,000:1$

80% of traffic is carried by 20% of roads
64% of traffic is carried by 4% of roads
52% of traffic is carried by .8% of roads

80% of time is spent in 20% of your house
64% of time is spent in 4% of your house
52% of time is spent in .8% of your house
Clothes You Wear
80% of time you wear 20% of your clothes
64% of time you wear 4% of your clothes
52% of time you wear 8% of your clothes

Wealth of the World
196 countries total $79 trillion.
80% ($63 trillion) comes from 22 countries (9%).
63% ($50 trillion) comes from 10 countries (5%).
19% ($15 trillion) comes from 1 country (.5%).

Activities
80% of results come from 20% of activities
64% of results come from 4% of activities
52% of results come from .8% of activities
Leverage Curve

100%
20% = 80/20 = 16:1
4% = 80/20² = 250:1
.8% = 80/20³ = 4,000:1
-99%

“For every 100 great opportunities that are brought to me, I say ‘no’ 99 times.”

“I’m as proud of what we DON’T DO as I am of what we do.”

“People think focus means saying yes to the thing you’ve got to focus on. But that’s not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. [Success] is saying "no" to 1,000 things.”
“Success has less to do with what we can get ourselves to do and more to do with keeping ourselves from doing what we shouldn’t.”
-Kenneth Cole

“There is nothing so useless as doing efficiently, that which should not be done at all.”
-Peter Drucker
MISTAKE:
Giving all tasks equal attention.
(When most things don’t matter at all)

Give major time only to major priorities.
Stop doing everything else.

MAJORS:
1. Use all products/services.
2. Share products/services.
3. Share opportunity.
4. Help others start.
5. Build for events.
6. Personal development.

Most of us measure our days in **volume**, not **scale**
Steve would spend **3 HOURS** every day focused on whatever was #1 priority.

ONE ACTIVITY that has the **GREATEST** impact

In trying to do it *everything*, you are remembered for *nothing*.

It’s better to be **WORLD-CLASS** at one thing than **MEDIocre** at many.
You have to **GIVE UP** lots of things to get the things you **really want.**
My **Give Up** List:

- Television
- News
- Sports
- Music
- Bodybuilding
- Surfing
- Mechanics
- Much, much more!

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Your Hourly Rate

Income goal/2000 hours

$100,000 = $50/hr
$250,000 = $125/hr
$1,000,000 = $500/hr

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Leverage Curve
Even a $20/hour person is worth $1,000/hour one minute of every day.
Understand it like the Richter scale:

- **5.0** is barely noticeable
- **6.0** is 10X more powerful and will knock a few things off shelves
- **7.0** is 1,000X more powerful and will level homes (Haiti, 2010)
- **8.0** is 10,000X more powerful (San Francisco, 1906)

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**MAJORS:**

1. Use all products/services.
2. Share products/services.
3. **Share opportunity.**
4. Help others start.
5. **Build for events.**
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1. Use all products/services.
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“Success has less to do with what we can get ourselves to do and more to do with *keeping ourselves* from doing what we shouldn’t.”

-Kenneth Cole
Delegate every necessary activity below your hourly rate.

Everything you do costs you money.

Leverage Curve

Double Down
80/20= 16X ROI
80/20= 250X ROI
80/20= 4,000X ROI
“Focus on the few vital functions.”
-Dr. Mehmet Oz

Finding and staying focused on the functions that deliver your greatest LEVERAGE.

$80/20^1 = 16:1$
$80/20^2 = 250:1$
$80/20^3 = 4,000:1$
$80/20^4 = 65,000:1$

Finding Your Leverage

FIND:
What do I need to DELETE?
What do I need to DELEGATE?

FOCUS:
How can I DOUBLE DOWN on my .8% activities?
Measure for Consistency

What gets **MEASURED**, gets **done** and **improves**.
We just need a number…
Remember…

**SCALE**
not volume
**SUMMARY**

- STOP (most activities)
- FOCUS (few)
- IMPROVE (at those few)

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**Growing an Organization**

Applying **leverage** to…

- 80% of revenue is led by 20% of leaders
- 64% of revenue is led by 4% of leaders
- 52% of revenue is led by .8% of leaders

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**Leverage Curve**

<table>
<thead>
<tr>
<th>Ratio</th>
<th>IBOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>80/20 = 16:1</td>
<td>10</td>
</tr>
<tr>
<td>80/20 = 250:1</td>
<td>2</td>
</tr>
<tr>
<td>80/20 = 4,000:1</td>
<td>8</td>
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</tbody>
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The 2 aren't 80% more valuable, they are **16X** more valuable!

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</table>

4 are **250X** more valuable!
8 are **4,000X** more valuable!

MISTAKE:

Working with the loudest.
Investing in the neediest.
Finding Your Leverage

**FIND:**
Who are my top 4%, .8% and/or .2% leaders?

**FOCUS:**
How can I **DOUBLE DOWN** my investment into them?

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**SUMMARY**

**FOCUS** your time, energy and investment into those who **DESERVE** (by commitment and results) versus those who **NEED** (by complaint or demand).

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**Small causes** create **BIG RESULTS**

Find and **focus** on the key small causes.