Thinking, Work, Want, Principles, Work Out, Use, Important, Needs, Giving, People, Should, Individual, Two, Progress, Ideas, Leader, Motivational, Hell, Species, Return

Strive for excellence in few things, rather than good performance in many.

~Richard Koch

If we did realize the difference between the vital few and the trivial many in all aspects of our lives, and if we did something about it, we could multiply anything that we valued.

~Richard Koch

80% of the results come from 20% of the causes. A few things are important; most are not.

~Richard Koch

The few things that work fantastically well should be identified, cultivated, nurtured, and multiplied.

~Richard Koch

Hard work leads to low returns. Insight and doing what we want lead to high returns.

~Richard Koch

To get useful new ideas, we must go beyond our immediate circle and make contact with distant parts of the social system.

~Richard Koch

The 80/20 principle - that 80 percent of result flow from just 20 per cent of the causes - is the one true principle of highly effective people.

~Richard Koch

What could you achieve that would make you proud, that no one else could do with the same ease?

~Richard Koch

It is not shortage of time that should worry us, but the tendency for the

majority of time to be spent in low-quality ways.

~Richard Koch

Celebrate exceptional productivity, rather than raise average efforts.

~Richard Koch

The key is to work out the few things that are really important, and the few methods that will give us what we really want.

~Richard Koch

We tend to think of innovation as difficult, but with the creative use of The 80/20 Principle innovation can be both easy and fun!

~Richard Koch

Use all the willpower at your disposal to make yourself happy. Construct the right stories about yourself - and believe them!

~Richard Koch

Progress is personal; it comes from individuals demanding more of themselves and everyone else.

~Richard Koch

Only do the thing we are best at doing and enjoy most.

~Richard Koch

Instead of expending time to train yourself not to be afraid of snakes, avoid them altogether.

~Richard Koch

If a species is diverse, it can survive and prosper. If a species is homogeneous, it is vulnerable.

~Richard Koch

Make the choice that you want to be happy. You owe it to yourself and

you owe it to other people too.

~Richard Koch

Chose the niche that you enjoy, where you can excel and stand a chance of becoming and acknowledged leader.

~Richard Koch

Creation occurs when ideas and individuals collide and collude.

~Richard Koch

If we want to sum up the theory of evolution by natural selection in two words, which have great relevance for all societies and businesses, we should simply remember: diversity works.

~Richard Koch

Those who seize the day become seriously rich.

~Richard Koch

Conventional wisdom is not to put all of your eggs in one basket. 80/20 wisdom is to choose a basket carefully, load all your eggs into it, and then watch it like a hawk.

~Richard Koch

The 80/20 Principle, like the truth, can make you free. You can work less. At the same time, you can earn more and enjoy more. The only price is that you need to do some serious 80/20 thinking.

~Richard Koch

Marketing, and the whole firm, should devote extraordinary endeavour towards delighting, keeping for ever and expanding the sales to the 20 per cent of customers who provide 80 per cent.

~Richard Koch

Where a chunk of business is simple, the chances are that it is.

~Richard Koch

Laziness is the road to progress, but only when it is allied to intelligent thought and high ambition.

~Richard Koch

The road to hell is paved with the pursuit of volume. Volume leads to marginal products, marginal customers, and greatly increased managerial complexity.

~Richard Koch

It may be that you will be happiest in the rat race; perhaps, like me, you are basically a rat.

~Richard Koch

Most of us don't work out what we want. And most of us end up with lopsided lives as a result.

~Richard Koch

I make it a personal rule never to do anything that I don't really care about. It is surprising how much this cuts out.

~Richard Koch

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