

CHRIS CARDELL'S
FREEDOM

THE POWER OF
**ADVANCED
THINKING**

**REVOLUTIONIZE
YOUR LIFE
WITH THE 80/20
PRINCIPLE**

The 80/20 principle (also known as the Pareto Principle) states that:

80% of results typically come from 20% of actions

Examples:

- **Clothing:** 20% of your wardrobe accounts for 80% of the clothes you wear regularly.
- **Social Media:** 20% of the accounts you follow provide 80% of the content you engage with.
- **Business:** 80% of profits come from 20% of customers
- **Insurance:** 80% of accidents are caused by 20% of drivers
- **Apps and Devices:** 20% of the apps on your phone account for 80% of your screen time.

Why?

- **Mathematical Patterns:** The 80/20 rule comes from a mathematical concept called a Pareto distribution (or power law), where a small number of causes produce most of the effects.
- **Nonlinear Systems:** In many systems, small inputs create big outcomes because of things like feedback loops or network effects (e.g., a few key employees drive most of a company's success).

Why?

- **Efficiency and Optimization:** In complex systems, resources and effort naturally cluster around what works best, creating an uneven distribution of results.
- **Human Behavior:** People tend to focus on what gives the biggest rewards, leading to a few activities or choices creating most of the results.
- **Natural Imbalance:** The world tends toward imbalance and inefficiency (entropy), which naturally results in some inputs being much more impactful than others.

- 1. Time Revolution:** Identify which 20% of activities waste 80% of your time, and replace them with tasks that align with your goals.

2. Mental Clarity: Eliminate the 20% of thoughts or worries that consume 80% of your mental energy to achieve greater focus and peace of mind.

3. Business Success: In business, 20% of your customers typically produce 80% of your profit. Prioritize these high-yield customers

4. Wealth Creation: Recognize that 20% of your investments will likely generate 80% of your returns. Focus on those key assets.

5. Health and Fitness: 20% of your health habits (like proper sleep or regular exercise) can contribute to 80% of your well-being

6. Diet and Nutrition: 20% of the foods you eat provide 80% of your nutritional value. By focusing on nutrient-dense foods like vegetables, fruits, lean proteins, and whole grains, you can maximize health benefits with fewer, smarter choices.

7. Decluttering: Only 20% of your possessions are used regularly; eliminate the rest to simplify your life.

8. Decision-Making: Focus on the 20% of decisions that will create 80% of your long-term impact and satisfaction.

9. Relationships: Invest in the 20% of relationships and friendships that provide 80% of your personal and professional fulfillment.

10. Happiness, joy, fulfilment:

- Create more with less. NOT more with more
- Low effort – high reward