

MEDIAKIM

SYSTEMS & EXECUTION

The 80/20 Business: Cutting What Doesn't Matter

A small share of what your business does drives most of its results. The growth move is often not adding more — it is having the courage to cut the rest.

A MEDIAKIM INSIGHTS RESOURCE PACK

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The Pareto principle shows up everywhere in business: roughly 80% of your results come from about 20% of your effort. Most founders know this as a productivity tip. Far fewer apply it where it really bites — at the level of the whole business, deciding which customers, products and activities deserve to survive.

FIGURE

Roughly 20% of what you do drives about 80% of your results. Find the vital few — and protect them.

Find your vital few

Look honestly at your business and you will usually find the same pattern. A handful of customers generate most of the profit. A few products or services do most of the work. A small set of activities create most of the value. And, just as importantly, a long tail of low-value customers, offerings and busywork quietly drains time and energy for very little return.

- Which customers drive most of your profit — and joy?
- Which products or services actually pay, versus just keeping you busy?
- Which activities create real value, and which are habit and noise?
- What is in the draining 80% that you could cut, raise prices on, or fix?

The courage to cut

Knowing your 20% is easy; acting on it is hard, because cutting feels like loss. But every low-value client you keep, every unprofitable product you maintain, every pointless task you tolerate, is stealing attention from the vital few that could be doubling. Subtraction is a growth strategy. Pruning is how healthy things grow stronger.

THE MEDIAKIM VIEW

Focus is not about doing more, faster. It is about doing the few right things exceptionally and letting go of the rest. A sharper, smaller, more focused business almost always beats a busy, scattered one.

The bottom line

Stop trying to do everything and start protecting your vital few. Find the 20% of customers, offerings and activities that drive your results, pour your energy there, and have the courage to cut what does not matter. Less, done better, is how you grow.

Sources

- Vilfredo Pareto / Richard Koch, The 80/20 Principle.
- Brian Tracy — the 80/20 rule applied to priorities.

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