



## The 10-80-10 Principle

Focus on your Strengths

The Key to implementing the 10-80-10 Principle is to A.C.T. It is through Awareness, Conscious Choice and Time that we are able to shift our behaviors that allow us to achieve our desired results.

### Awareness

Be aware of the following:

- What is your desired result?
- Which of your behaviors are Bottom 10 (pulling you away from your desired result)?
- Which of your behaviors are Top 10 (pushing you toward your desired result)?
- How is this behaviors helping or limiting your life?

### Conscious Choice

Make a conscious choice to:

- Neutralize the bottom 10 – put the minimum amount of time, energy, attention and thought so that you no longer are concerned with that behaviour and it no longer pulls you from the desired result.
- Empower the Top 10 – grow the behaviour by spending more time, energy, attention and thought on it
- Stop obsessing with Bottom 10 activities.

### Time

You will notice a shift over time:

- As the Top 10 behaviors are empowered, the majority 80 will follow the lead of the Top 10.
- Once you have 90% (Top 10 + Majority 80) of the team moving toward the desired result, that's when you can influence the Bottom 10 with your newly formed army of 90% . The Bottom 10 will either convert or leave.
- What does success look like? How will you know when you achieve it? What is a reasonable time frame to reach it?