

The Breakthrough Principle of **16x**

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So how did it go for you this morning?

Most likely you climbed out of bed at about the usual time. Then you hit your routine — a familiar pattern of steps that involve getting cleaned up, clothed, and maybe caffeinated to face the day.

Heading into your closet, what did you pick to wear?

There's little doubt, out of all the articles of clothing you have to choose from, only a handful were even considered as you got dressed. The same 20 percent of your garments are what you end up wearing 80 percent of the time.

Now think of all the toiletries in the cabinets, drawers, and shelves of your bathroom. How much of that stuff do you actually use these days? It's a safe bet: The same 20 percent of those many personal items are all that you use 80 percent of the time. The rest is pretty much clutter. You hardly ever touch it.

The same peculiar pattern shows up yet again as you head to work. Out of all the possible routes you could travel, you choose the same 20 percent as the path you'll take 80 percent of the time.

And so unfolds the ordinary, everyday proof of a remarkable principle at work in your life. It's called the 80/20 principle.

This well known principle captures the lopsidedness that so often occurs between cause and effect. For example, 80 percent of results flow from 20 percent of effort...80 percent of the outputs are driven by 20 percent of inputs...80 percent of consequences are the outcome of a mere 20 percent of the causes. A fairly small amount of our time, energy, and effort is amazingly more productive than most of it. The 80/20 rule

highlights this strange but predictable imbalance between efforts and rewards.

But there's another principle that follows from the 80/20 concept, one that isn't so well known. And it holds the secret to stunning performance breakthroughs on the job as well as in your personal life.

This related principle is about practical, down-to-earth innovation. It's a creative approach any person or organization can use to escape from the routines and attitudes that trap us. It's the new story of the "16 times" principle, or 16X for short.

The *16X principle* positions you to multiply your effectiveness by a factor of 16. Let's go over that again, and make sure it sinks in. You can use the *16X principle* to become super-productive...to achieve results which are *16 times better* than what you've been getting. Maybe even more. And you can do this without experiencing a smidgen more stress or strain.

Just like the 80/20 principle that underlies it, the *16X principle* belongs to everybody. It can work for anyone and everyone. It's a realistic, ready-to-use innovation process for doing things differently, with no more effort or energy than today, to get *16 times better* results.

The amazing *16X principle* is actually easy to prove. But the important thing is to discover how powerfully it can work for you.

"They say you can't do it, but sometimes it doesn't always work."

—CASEY STENGEL