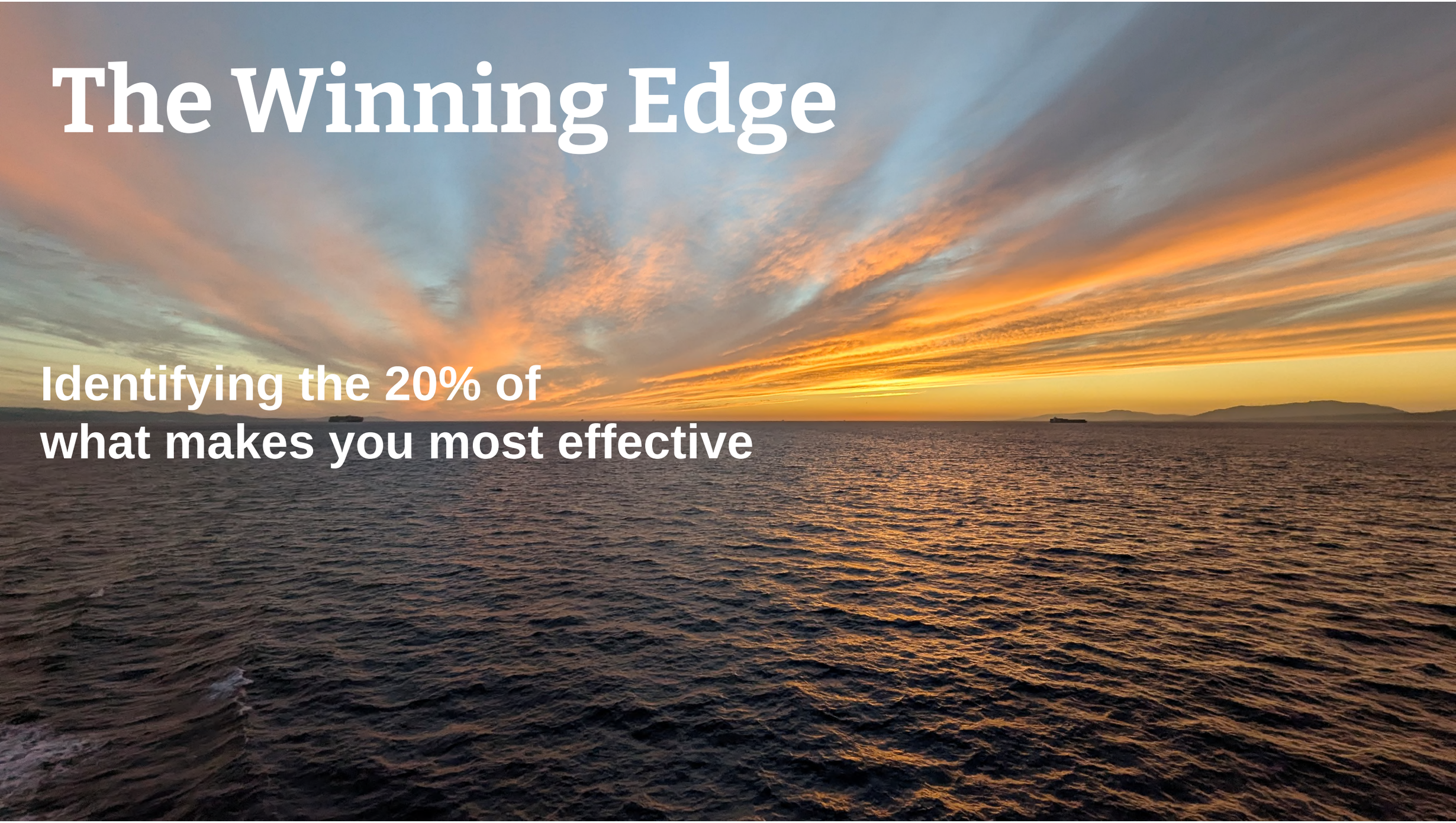
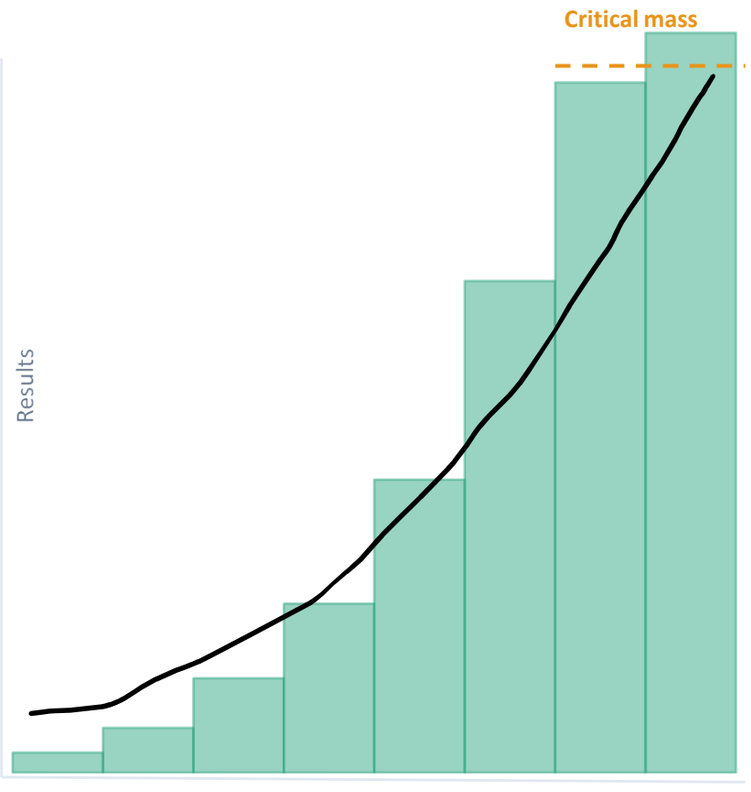

The Winning Edge
Identifying the 20% of
what makes you most effective

The Winning Edge - Success is never a straight, even curve.

It's an exponential one — and that changes everything.



Evolution of species

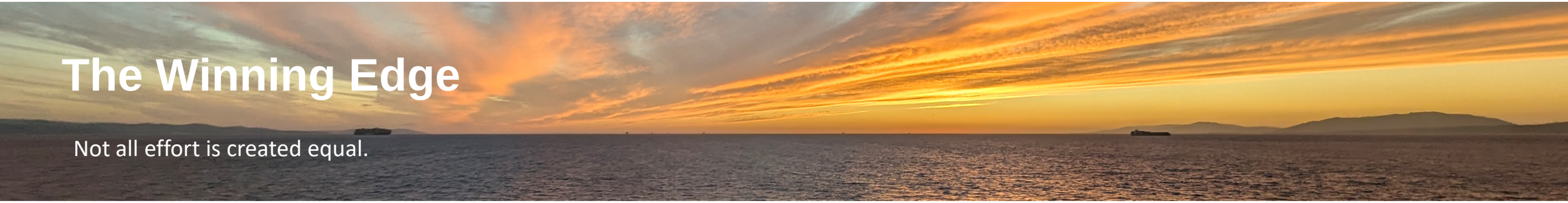
Small genetic changes drive massive survival advantages

Social media growth

Platforms grow slowly — then reach a tipping point

Your own life

A few habits and choices shape most of your outcomes



The Winning Edge

Not all effort is created equal.

20%

of your effort

BRINGS

80% of results

80%

of your effort

BRINGS

only 20% of results



The Winning Edge - What is YOUR 20%?

Some things matter more than others. The key is knowing which ones.

Wellbeing

What are the 2–3 habits that make the biggest difference to your health?

Exercise? Sleep? Stress management? Nutrition?

Relationships

What do you do that creates the most closeness and connection?

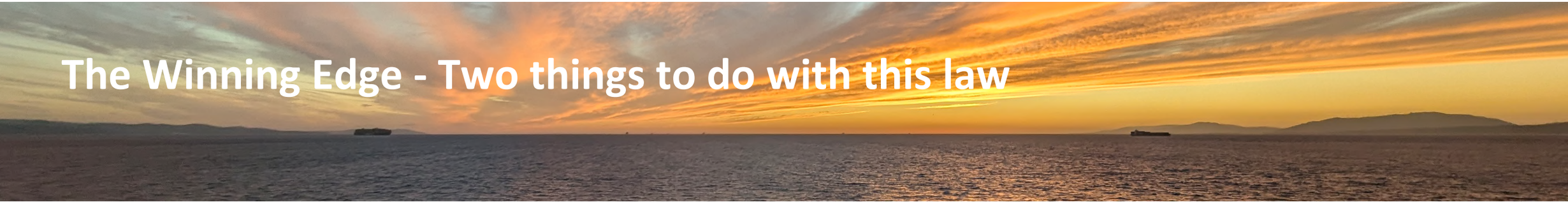
Quality time? Regular contact? Being truly present?

Work

Which tasks directly move you toward your most important goals?

Learning skills? Key projects? High-value clients?

Is this something you already do? · Need to start? · Or do, but not often enough?



The Winning Edge - Two things to do with this law

1 Find your high-impact 20%

Identify the small number of actions, habits, and activities that bring you the most — in your health, your relationships, and your work.

Set clear goals around these things. Then protect time for them — because these are the things that matter most.

2 Spot your time-wasters

Where are you giving time to things that bring very little return?

The goal isn't to work harder. It's to take time from the low-impact 80% and give it to the high-impact 20%.

The Winning Edge

YOUR ACTION — RIGHT NOW

Write it down. Be spontaneous.

1

What is in your 20%?

List anything that comes to mind — habits, people, or activities that make a big difference in your wellbeing, relationships, or work.

2

Where are you wasting time?

What are you currently giving time to that brings very little — that you could reduce or stop?

3

Set one goal around what matters most.

Pick the single most important thing from your list and commit to doing it more consistently.