

# Episode 0019

## Prioritization

Show Transcript



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Presented by Dr. Gala Gorman  
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00:05

Dr. Gala Gorman: When you've got a conflict with someone it's 80% you and 20% them.

00:19

Announcer: You've tuned to Awareness Addicts with Dr. Gala Gorman. Here, you'll find Sage Advice for taking inspired action. Awareness is the key. With this key, it's easier to navigate in the human world with all of its detours. It requires that we get to know ourselves intimately. If you choose to join us, this just might make you an Awareness Addict ... alive, alert, awake and aware of life's possibilities.

00:48

Dr. Gala Gorman: This is Episode 19. In this episode, I'm going to share some observations with you that will help you do a better job juggling competing priorities. As a recovering multi-tasker, I know the feeling of overwhelm all too well. And, when I know I would benefit from making a change, it feels even more overwhelming. How am I going to fit that in? We have to choose our battles. Where will we reap the most benefit from applying our resources? We need to identify the actions to take that will produce the big results. I'm Dr. Gala Gorman and I'm an Awareness Addict. Let's re-prioritize our life so that we're living life ... rather than life living us.

01:30

It helps to know we're not alone. There is much we can learn from each other. No need to recreate the wheel. As Awareness Addicts, we keep an open mind and trust that the information we're looking for is seeking us. This article

will provide some insight to help apply what we're learning in this episode.

I found this article on FastCompany.com. I am an entrepreneur to the bones so there's a lot of bleed over into my personal life where business is concerned. You will find that I pull a lot of information from the business world and apply it to what we're learning here.

02:12 This article from Fast Company talks about the 80-20 Rule. It goes beyond the 80-20 rule and talking about time management. David Finkel said, "It's just that it's too often mistaken for a time management strategy." Talking specifically about the 80-20 principle. We are going to talk about that in depth in this episode today.

02:42 It says, "People find that 20% sweet spot, and just do more of whatever it is ... thinking that whatever they apply this principle to will work." He says, "Wrong. In order to nail down a more rigorous and effective approach, you need to apply the 80/20 rule to, well, the 80/20 rule itself. And that takes a little back-of-the-envelope math."

I love that. That is definitely not lost on me. As a CPA, I am constantly jotting down numbers. He says, "Here's how it works." I just took the A and B times here. He actually talks about rating and grading the time that you're spending. So, it's A, B, C, and D. But, for these purposes, I'm going to look at B-time and A-time.

He says, "**B-time** is the highly focused 4% that generates 64% of your results. I call this time the '4% sweet spot,' and it has a relative value of 64." He includes his whole calculation in this article. "One hour of B-time produces 64 times the value of the same time spent on D-activities. **A-time** is that magic 1% that generates 50% of your results ... for a relative value of 200 times that of D-time."

04:13

I emphasized the A and B time here because it's a big mindset shift when we accept that 5% of our efforts produce the majority of our results. Add up the A and B time and that's 5% ... 1% and 4%. This concept can be applied to any situation. There may be some activities in the 95% that set-up the 5% for the big win, but that's where our creativity really comes in handy. How can we get the 95% taken care of as efficiently as possible? Stick with me as we explore this idea further in this episode.

04:59

Let's take a moment to develop awareness. This is something you can practice anywhere ... anytime. Begin by noticing where your breath is landing in your body? Are you feeling your breath in your chest? Is it expanding your rib cage? Or, even your belly?

Just become aware of your breathing.

Now, we're going to breathe intentionally. We'll start by breathing deeply into our belly. Breathe deeply ... expanding your belly. Notice how it feels for your belly to expand. Then, pull your abdomen in so that all of the stale air gets pushed out on the exhale.

Let's do that again. Breathe in deeply ... all the way into your belly. Expand your belly. And again, breathe out and flatten your tummy. Squeeze all that air out.

Next, we'll move the breath up to our rib cage. Intentionally expand your ribcage with the breath. It may feel like your ribs are stretching out on both sides ... or you may feel it expanding your back. Just notice how that feels. You're stretching your lungs to the side and creating flexibility in your ribs. Take another breath into your ribcage.

Now, let's go back to how you were probably breathing when we started this practice. Breathe into your upper

chest. You can feel your breastbone raise and lower with the breath. Notice how it feels to take a shallow breath now that we have expanded the breath into our belly and rib cage.

We have sent a clear message to our brain and nervous system that we can take control. Let's use this feeling of empowerment to practice Aware Appreciation.

What is ONE BIG THING that you appreciate right now? And, keep this in mind as you notice more things to appreciate as you move through your day.

07:17

As I've challenged you to make some changes in your life, you may have found yourself asking, "How am I going to fit that in?" You're already juggling too many balls. Something will have to go ... but what? We have to choose our battles. Where will we reap the most benefit from applying our resources? There is a key that we can use to help us sort this out. We're going to apply the Pareto principle as we consider the changes we want to make. We need to identify the actions to take so that we can re-prioritize our life for big results.

07:52

I want to start by helping you understand this 80-20 principle. As I've mentioned earlier, I'm a recovering multitasker. My husband is a mental health counselor. He says that multitasking is not possible ... that all we are doing is handling one task at a time but we are distracted because we're thinking about the other task. The coach I've worked with definitely takes issue with my husband's version of this. We say our lives don't work unless we're multitasking.

08:33

You can decide which camp you are in. But, in essence there is truth to this. We really can only do one thing at a time well and with focus. If we're doing things that require a

really low level of attention or focus, it is possible to split our attention or split our energy. Just think for example when you're driving your car and you realize that you can't remember how you got out of your garage and to the store. You may have been talking on the phone, or you were listening to something on the radio that captured your attention. You know you managed to get to the store safely but you definitely were multitasking. You were driving a car and doing something else.

09:33

Multitasking definitely happens. As we progress this concept now of multitasking and we know that ... let's call it 17-hours a day outside of when we're sleeping, we are probably feeling stretched pretty thin. That is typical for everybody living in the world today. As we begin to contemplate what I'm challenging us to think about here today, "Okay. When I'm stretched really thin I know I want to have some new things happen in my life. I know I'm going to have to make some space for that. How is that going to happen?"

10:20

That is where this Pareto principle comes in. Pareto is a scientist that started noticing these patterns. In essence, the 80-20 rule is the law of the vital few or the principle of factor sparcity. It states that, "For many events roughly 80% of the effects comes from 20% of the causes. Pareto developed both concepts applied to the context of the distribution of income and wealth among the population." He was studying this principle and to applying it to different subject matter. But, we find this a lot ... this principle is applicable in many areas of our lives.

11:20

Let's just think about this 20% number and see if we can find places in our life where this 20% was proven to be true. I'll share health with you. Diet in particular. Diet and exercise. Let's just say we want to release 10 pounds. We could exercise for 4 to 6 hours a day. If we aren't doing the right exercise and we aren't eating properly, no amount of exercise (within reason) is going to offset a bad diet. As far

as losing weight is concerned, 80% of the results comes from 20% of the adjustment. The adjustment in the diet ... actually changing what we're consuming ... that's producing 80% of the results. The additional 20% ... we want to look lean and toned ... that additional 20% is going to take a lot of effort.

12:44

You can see how this shows up ... it's a prism. You have to look at it from a lot of different angles to see how this is being applied and where we can find ... what the guy who wrote the article mentioned ... the sweet spot - where's the sweet spot of effort and action, if you will. Take action that's going to produce the really big results. Having more money. We could apply ourselves and increase income. That will feel much easier and more expansive. Or, we could really grind it out and reduce expenses ... and make major changes in our lifestyle. It's probably easier to put some energy into asking ourselves how we could increase our income rather than putting all that energy into, "How can I squeeze a few extra dollars out by reducing expenses?"

14:02

It's another example. I'm trying to demonstrate here that when you start applying this 80-20 principle, you are looking for the places where you can generate big results in your life. Relationships. This is another great one. When you've got a conflict with someone, it's 80% you and 20% them. We know this because the person that you're in conflict with doesn't have a conflict with everyone. Some people don't have a conflict with them. There is something about me and my preferences that are creating this conflict with this person.

14:54

It is a bit of a conundrum. We can't just ignore the 80%. In fact, as you can see with how I demonstrated this. The 80% has to be addressed. How can we come up with the 20% activity that is going to address the 80%? That is the real key. As we begin to define this, and as we're looking for examples in areas of our lives that we really want to improve, identifying the 80% of the problem is what then is

going to allow us to identify what we can do that will address that 80%. For example, let's just say that we know that ... again revisiting our 10 pounds ... we know that it's going to take 20% of the effort in order to get 80% of the results. In other words, 8 of the 10 pounds are going to come off from diet adjustments. Rather than making it a big focus, "How am I going to get to the gym? How am I going to make sure that I'm exercising enough?" Exercise is a component if we want to get that last 20% ... squeeze out that last 20%. But, most of our results are going to come from adjusting our diet. That is where the focus needs to be.

16:39

As we saw in the article, he talks about the 5% sweet spots. What are the really big offenders, if you will, in your diet that you can cut out that will make the biggest difference? That's how we need to apply this 80-20 principle, or even refine it more to the 90-5 principle, so that we can continue to see improvement with as little action or effort as possible ... so that we free up our resources ... time and money ... to be able to apply it to where we say where we want our life to go.

17:29

What's your takeaway for today? One little "aha" and your time will be well spent.

In Episode 16, I talked about Divine Decongestion. Something may have to go to make room in your life for a new and improved experience. But, what if that's not the case ... or you don't want to be forced to make a trade. That's where this 80/20 principle really shines. It is possible that the efficiency and increase in productivity creates the space you need. When we've set priorities, and hold to them, it's almost magical to witness how much gets checked off the list. You may need to hold yourself accountable in order to find the spots that are causing you trouble. One of the ways I do that is by keeping a record of



where I spend my time. There are free programs online to help you do this. It's an eye opener!

18:25

Question:

I'm wondering whether my boyfriend really cares about me. Even when I am crying, he is emotionless. And, when I mirror his behavior back to him, he tells me that I'm not being nice. I'm just showing him what he does to me. We end up being nasty and getting angry. How can I get him to show he cares?

18:50

Dr. Gala Gorman: First, thanks for submitting your question. If your boyfriend says you're not being nice when you're mirroring his behavior, I have to imagine that you are not mirroring the way we suggest in our Conscious Dialog process. This is causing you both to get triggered emotionally and is not helping. You must learn to communicate effectively if you want him to respond in a way that makes you feel loved and cared for. Start by accessing the Conscious Dialog process in the show resources. It's free to download. If you're too emotional to have a conscious dialog with your boyfriend, you will need to delay it until you have done some processing on your own. Once you feel like you can communicate without shaming him, ask if he can set aside some time to talk to you uninterrupted. When I need to talk to my husband, the words we've learned to use are, "I need to talk to you about an upset. Can you hold the space?" You can use any similar language that works for you. Then, it's important to focus on your own feelings without blaming or shaming him. This process is simple but it's not easy. It's easy to blame someone else for how we're feeling.

Unfortunately, that rarely produces the results we're looking for.

20:13

Announcer: Are you ready to create an attitude adjustment? Practicing Aware Appreciation will make a positive difference. You can access the Aware Appreciation Worksheet by visiting [AwarenessAddicts.com/AA](http://AwarenessAddicts.com/AA). In just a few minutes a day, you'll stop negativity in its tracks ... and gain some insight and awareness in the process.

Your feedback makes a difference. What part of this episode helped you the most? Join the Awareness Addicts Facebook group and share your thoughts. Make sure you leave a review wherever you've accessed the show. And, if you know others who could use some divine inspiration, share with them! Remember, all the links and resources are available at [AwarenessAddicts.com/Episodes](http://AwarenessAddicts.com/Episodes). Don't waste another moment feeling confused and stuck. As an Awareness Addict, you're alive, alert, awake and aware of life's possibilities.

21:10

Dr. Gala Gorman: Like most humans, I'm rarely satisfied with my weight or fitness. Since I have an interest in holistic health, I'm always on the lookout for the latest and greatest approach to diet and exercise. Trying something new might give me a jolt of "newness drug" but it rarely has lasting benefits. Why is that? Why do we make a positive change only to have the positive results be short-lived? In the next episode, I'm going to help you understand why this happens and how to produce long-term results. You don't want to miss it.

21:48

Announcer: This was Awareness Addicts with Dr. Gala Gorman. For more information and to find any resources mentioned in this episode, visit [AwarenessAddicts.com/Episodes](https://AwarenessAddicts.com/Episodes). Thank you for tuning in.

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