

Jeff Metzger's Business Tips

20/60/20 Rule

One beautiful crystal clear, blue-sky day about 13 years ago, Doug, a good friend and UPS manager, and I were engaged in a business discussion. Doug told me about a 20/60/20 management 'rule' that he learned during his management training for UPS. Before I continue, may I state that I do not parrot another's idea just because it worked for him. Know that I personally have found the 20/60/20 rule valuable and I therefore pass it on to you.

The 20/60/20 Rule: regarding any issue of potential debate or disagreement among a work group, (just about every issue), you will find that 20% of the group will be in the leader's court, no matter what; 20% will be in conflict with the leader, no matter what; and, 60% are 'fence sitters' who could teeter either direction given a little nudge.

Unfortunately (can you see yourself here): many leaders spend the bulk of their time with the upper 20% (who don't need it); ignore the middle 60% (who crave and need it most); and bury their head in the sand when it comes to the bottom 20%. As leaders who know how to leverage our time, you and I are different! We continuously acknowledge the value and loyalty of the upper 20%; identify and swiftly and courageously eliminate the bottom 20%; and spend the lion's share of our time with 'select people' in the middle 60%. Select people being individuals who have gained large 'spheres of influence' within the group.

Are the 20/60/20 numbers exact? Rarely, of course. In fact, a skillful leader having a well thought out selection strategy and solid leadership skills can consistently raise the first number and lower the bottom number (with, of course, the opposite also being true)! So, don't get hung up on the exact numbers but remember it is the concept which holds the value. Good luck to you and cheers and thanks to my friend, Doug.

Make it a great month, Jeff Metzger

Jeff Metzger
USA Gymnastics Business Development Partner
President, GymClub Owners Boot Camp
President, Kids First Sports Center