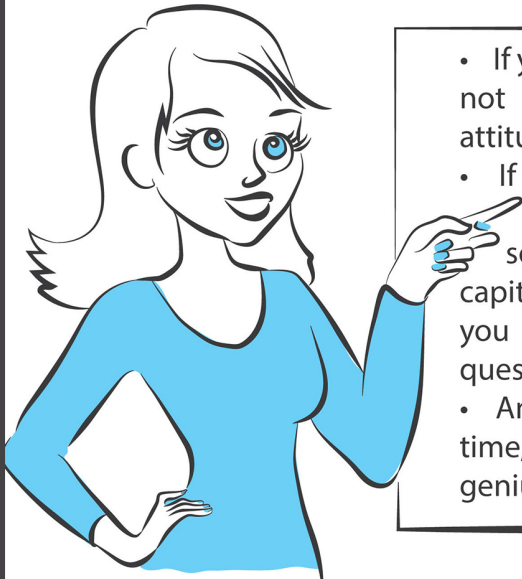
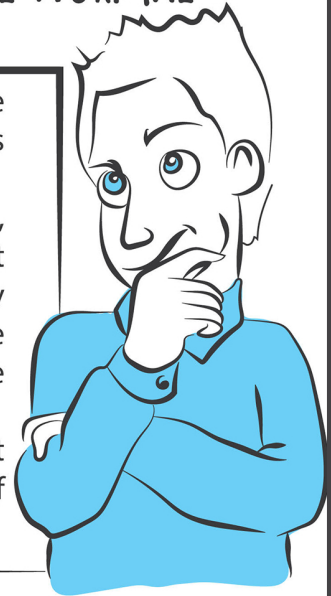


THE 80-80 RULE

THE 80-80 RULE: BEING 80% CONFIDENT THAT YOU WILL ONLY BE 80% RIGHT THE FIRST TIME SHOULD FEEL NORMAL



- If you are 100% confident, you are not looking for blind-spots. This attitude borders on arrogance.
- If you wait to be 100% confident, it probably means that someone else may have already capitalized on your idea because you spent too much time in the quest for perfection.
- And if you are 100% right the first time, it is pure chance, not an act of genius.



SETTING UP FOR SUCCESS

FINDING WHITE SPACES

4 PRINCIPLES FOR IGNITING GROWTH

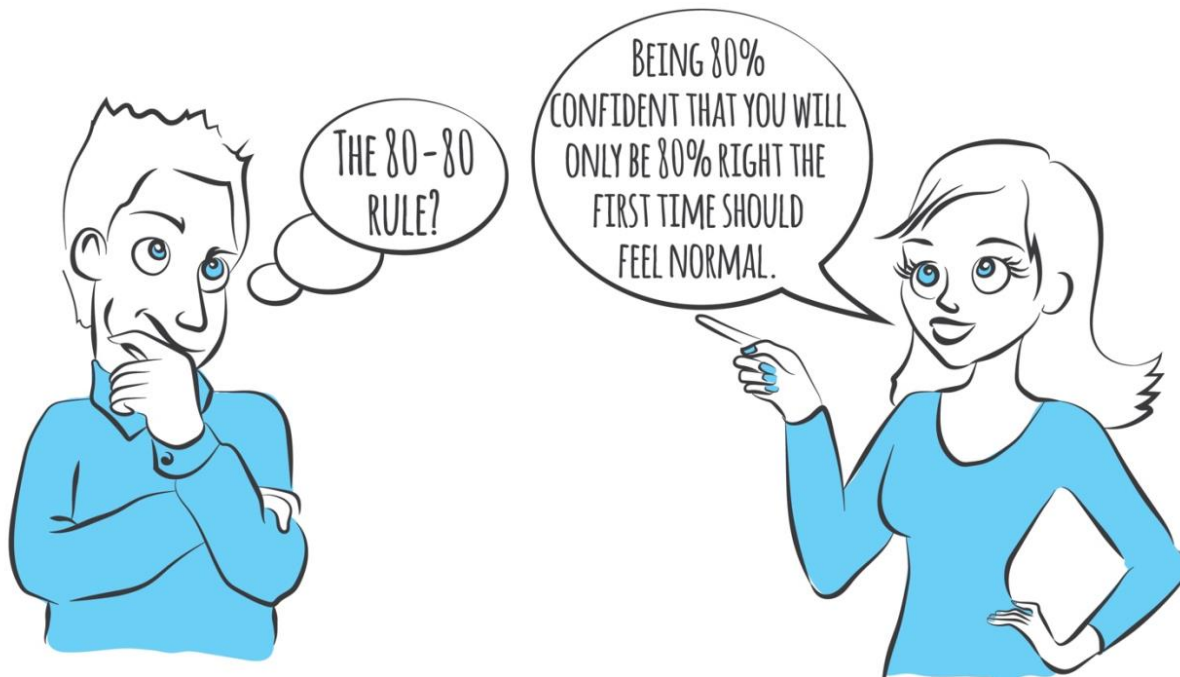
DEVELOPING NEW VENTURES

BECOMING ADEPT AT PARTNERING



KANSAL & COMPANY
— COURAGE TO LEAD —

INSIGHTS



The 80/80 rule is a principle that helps organizations innovate the right way.

I came up with this idea while leading innovation at Boehringer Ingelheim.

The rule is made up of 4 parts:

1. You should be 80% CONFIDENT that you will only be 80% CORRECT the first time you try to execute a new idea.
2. If you wait to be 100% confident, you will probably be LATE TO MARKET.
3. If you are 100% confident, you are not looking for BLIND SPOTS.
4. If you are 100% correct the first time, it is pure luck, NOT AN ACT OF GENIUS.

In my [book](#), I talk about the importance of applying the 80/80 rule for healthcare innovation. I also share a framework that I created to launch innovation initiatives within large companies. I understand the challenges, because I've been in the trenches and done the hard work of pushing something new inside big companies that aren't used to moving fast. In the digital age, I believe there's no choice but to innovate faster and better to stay relevant.