

We don't  
have money  
for that!

READING

LEVEL  
Lower-intermediate

NUMBER  
EN\_BE\_2214R

LANGUAGE  
English

lingoda

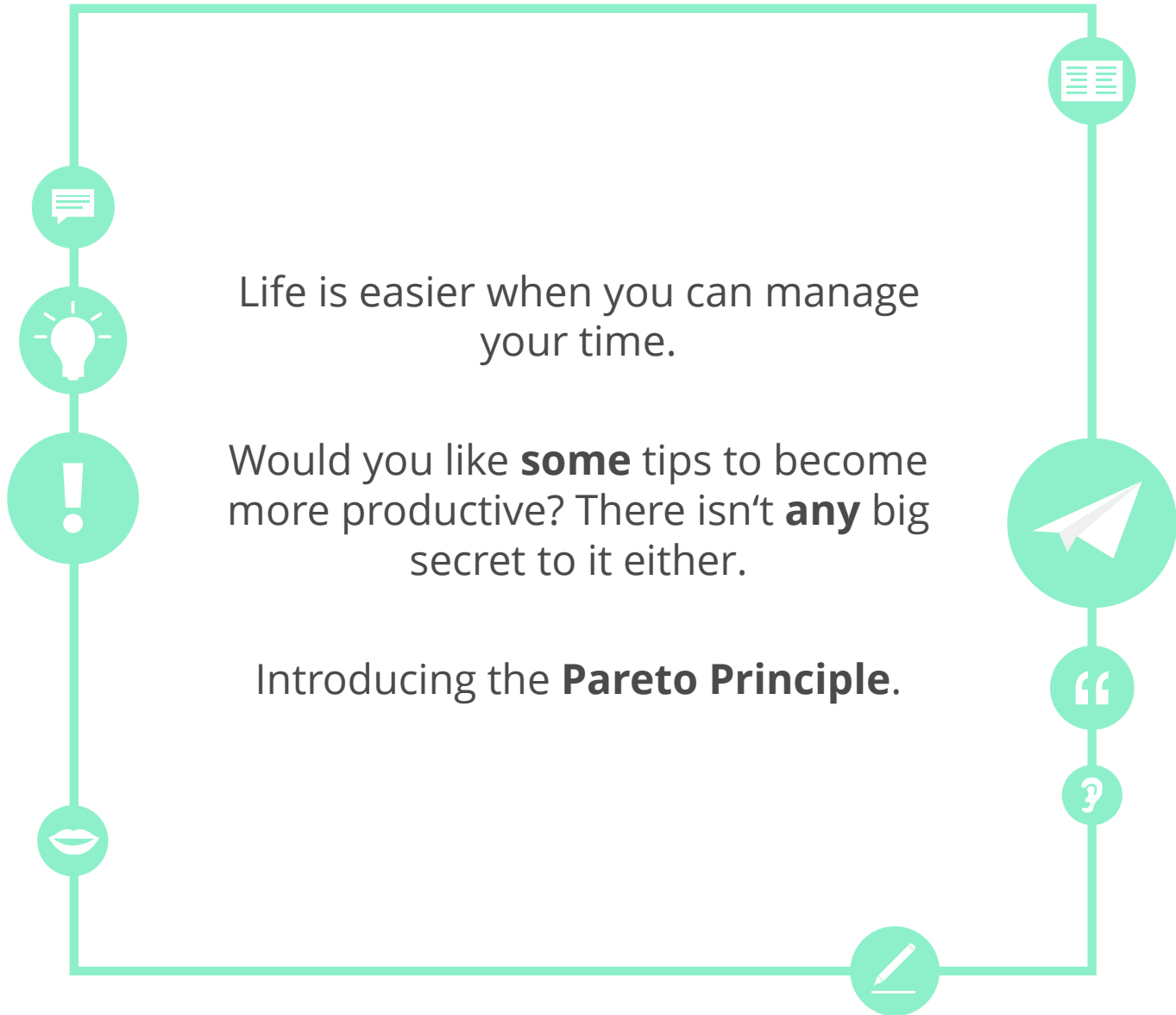




## Goals

- Can understand a text about Pareto's law (80-20 principle).
- Can discuss spending and saving money.







## Vocabulary review

to spend

to save up

to invest

to be able to  
afford

discount



to purchase

refund



Do you remember these words?



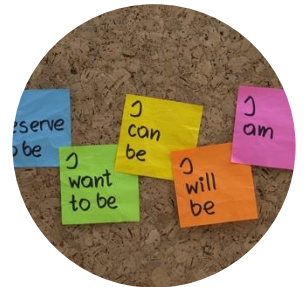
Do you have **any** money I can borrow?

I have **some** coins I can lend you.



This machine doesn't accept **any** coins,  
you can only pay by card.

Do you need **some** help with your  
spending?





## Indefinite pronouns

Form a sentence using each of the words below. Then, compare what you wrote with a partner



some

much



many

any



## Reading



Modern working life is stressful. So, would you like some advice about how to manage your time better?

An Italian economist and philosopher Vilfredo Federico Damaso Pareto developed a theory called the 80/20 principle. The principle says that things in life are not shared evenly or equally. In Pareto's opinion, 80% of results come from 20% of the causes.

The peas growing in his garden inspired his discovery. Pareto noticed that the majority of the plants grow from just 20% of the healthiest pods. Some of the plants were just more productive than others.



## True or false?

	TRUE	FALSE
1. Vilfredo Federico Damaso Pareto was a Spanish economist and philosopher.	<input type="checkbox"/>	<input type="checkbox"/>
2. His theory is that everything in life is balanced perfectly.	<input type="checkbox"/>	<input type="checkbox"/>
3. He suggested that 20% of your input influences 80% of your results.	<input type="checkbox"/>	<input type="checkbox"/>
4. Pareto discovered the principle in the town centre.	<input type="checkbox"/>	<input type="checkbox"/>
5. He used plants as an example of his principle.	<input type="checkbox"/>	<input type="checkbox"/>
6. Pareto's principle is a good way of organising your time better.	<input type="checkbox"/>	<input type="checkbox"/>





## Share your thoughts

What is your opinion on the Pareto Principle?

Do you think that 80% of the results come from 20% of the causes? Why or why not?





## Discuss

**How can you use the Pareto principle in these parts of your life?**

Personal  
relationships

Health

Work

Education



## Reading

So, why is this important for a business? Pareto believes his principle allows more results with less time spent working. You find the 20% of important things and give your energy to these.

For example, 20% of a company's employees can create 80% of a company's income. More importantly, a business can earn 80% of its money from 20% of its customers.

If you know what this 20% is exactly, your work life becomes simpler. You stop spending time on tasks that are not as important. You don't try to sell a product to all of the market, you find your 20% most important customers and dedicate time to them. Watch your results get even better!



## Match the two parts of the sentence

1. Pareto's principle allows...

a. you know who this 20% is.

2. 20% of a company's employees...

b. from 20% of its customers.

3. A business can earn 80% of its money...

c. better results, in less time.

4. Your company work becomes easier when...

d. you can devote your time to them.

5. When you have your 20%...

e. can produce 80% of its results.



## Summarise

**Summarise your understanding of the Pareto Principle for a business in three sentences**

Scan the text, as from the previous activity.

Ask your teacher for help, if you need it



A blank sheet of lined paper with a spiral binding on the left side, intended for writing the summary.



## Now compare

**Discuss your summary with a partner and compare both of them.  
How is your summary different to theirs?**

For me, the  
Principle says...

Oh, really? I think  
that...





Imagine you are...

... a CEO of a successful company and you want to apply Pareto's principle.

You are at a meeting with other senior managers. Explain your idea and answer questions from them about it

- Be sure to explain what the 80/20 principle is in simple language.



- Answer questions from your classmates about it.





## Write some notes from the meeting

**Now write a short summary of the meeting to be sent to the rest of your company**

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□

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To: ALL

Subject: Our meeting today

Dear all,

I would like to send a summary of today's meeting. We talked about a new idea called....





## Reading

How can a business use the Pareto principle in real life, then? An easy way is if they look at what they are spending their money on.

A mobile phone company, for example, often **invests** a lot of money **in** its products and marketing campaigns. They can decide which 20% of their products create 80% of their sales. They can then **select** these and **spend** money **on** advertising them.

It is also important to find who the 20% of their clients are. The company must check that this 20% **is able to afford** their products. They can **save up** money to buy them, but they don't want them to **borrow** money! When the product goes **on sale**, the company can then use a **discount** if they see the sales are low. This way they can focus on their most important, and profitable, customers!



## Talk to the teacher

**Explain the meaning of these words from the text**





Do you agree or disagree?

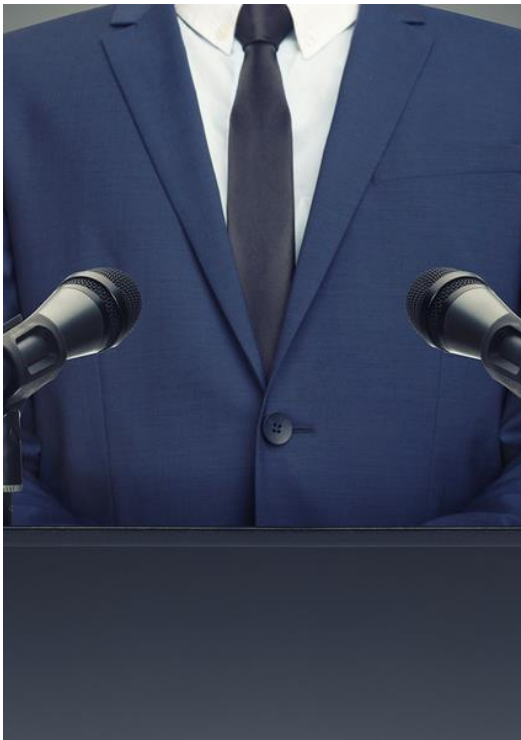
**A company only needs to know who  
20% of customers is to be successful**





## What do you think?

**Discuss the following statements with a partner. Then share your thoughts together**



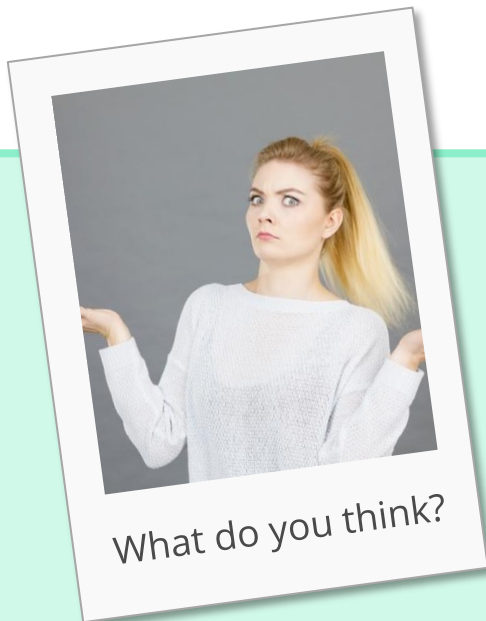
Marketing campaigns do not benefit from this principle.

Only managers need to follow Pareto's ideas.

Pareto's Principle is not useful for my day-to-day life.



## Debate



Debate with your teacher about how important the Pareto Principle is.

Who is it most important for?

Who is it not important for?

Use these sentence starters to give your opinion

I think that...

I feel that...

In my opinion,...

From my point of view,...



## Writing

Write about your own life and goals.

How can you use Pareto's Principle? What part of your work is most likely to benefit?

Write 5 sentences

I feel that my  
work is most  
likely to benefit  
because...





## Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





## Reflect on this lesson

Think about everything you have seen in this lesson.  
What were the most difficult activities or words? The easiest?



If you have time, go over  
the most difficult slides again





## Answer key

**Exercise 2, p.12**  
1. C  
2. E  
3. B  
4. A  
5. D

**Exercise 1, p.8**  
1. F  
2. F  
3. T  
4. F  
5. T  
6. T





## Match the sentence fragments

1. Channeling all your focus into the most critical component or

a. cut the most wasteful time from your workday.

2. Few things in life

b. area of your business or role may make your business more **innovative** and **unique**.

3. Pareto was inspired by the peas growing in his garden, noticing that the majority

c. of your input influence 80% of the outcomes.

4. 80% of a business's income may be

d. earned from just 20% of their customers.

5. Pareto's law is a **reliable** way to streamline your work process, and

e. are distributed evenly.

6. Drop the tasks which do not support your primary

f. goal, and delegate the rest to others.

7. Pareto suggests that 20%

g. of the pods were grown from just 20% of the healthiest pods.



## Write an email

**Write an email to a friend who would appreciate learning about Pareto's Principle.**

**Try to summarise your understanding of the concept in the email.**

-□×

To:

Subject: An interesting concept for time management

Hi,



## Homework answer key



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