

Applying the 80/20 Principle to Our Kinesiological Work

by Wayne W. Topping, PhD

Abstract: A thorough understanding of the 80/20 Principle, first recognized just over 100 years ago by an Italian economist but still little known, allows us to have a different, and I believe more effective way of approaching our kinesiological work with clients.

An Italian economist, Vilfredo Pareto, first stumbled upon the 80/20 Principle in 1897 when he showed that 80 percent of the wealth went to 20 percent of the people. The 80/20 Principle asserts that a minority of causes, inputs or effort usually lead to a majority of the results, outputs or rewards. Thus, 20 percent of products account for 80 percent of sales volume and profits; 20 percent of motorists cause 80 percent of accidents; 20 percent of your clothes are worn 80 percent of the time.

The reason that this Principle is so valuable is that it is counter-intuitive. It seems logical to assume that 50 percent of causes or inputs will account for 50 percent of results or outputs, but this isn't so. It is more likely to be unbalanced: 30/70, 20/80 or 5/95, etc. While the 80/20 Principle has been applied very successfully in the business community (Koch, 1998), it is not very well known in other arenas. Today we'll be applying the 80/20 Principle to our work as kinesiologists.

Based on the 80/20 Principle we can predict the following:

1. A few things are important; most are not. Therefore, we can become more efficient and effective by isolating those things that are important and focussing less on the other 80 percent.
2. 20 percent of products-customers-employees are in reality responsible for about 80 percent of the profits. Therefore, 80 percent of products-customers-employees are only contributing 20 percent of the profits. We can be much more profitable by eliminating much of the 80 percent!

3. The most productive time on a project is usually the last 20 percent, simply because the work has to be completed before a deadline. Productivity on most projects could be doubled simply by halving the amount of time for their completion.
4. 20 percent of our kinesiological knowledge will address approximately 80 percent of the imbalances clients have. Instead of working harder, we can work smarter by determining where 20 percent of effort can lead to 80 percent of returns. This supports Dr. Thie's admonition to get back to "the basics".
5. The majority of health problems (the 80%) will be caused by a few significant factors.

Now that we've given some illustrations of how the 80/20 Principle can apply to us let's expand on the last one listed, i.e. the majority of health problems will be caused by a few significant factors.

Because I've taught in 21 countries and visited others besides I am in a position to recognize that we in America are faced with some interesting health challenges. Currently Americans are the fattest people on earth and getting fatter at a fast rate. We have most of the world's ADD and ADHD with over 90 percent of the world's usage of ritalin. Seemingly we have more top athletes dropping dead or developing cancer than other countries. Just what is going on here?

I believe we face many of the health challenges we do because the minority of factors that account for 80 percent of our health and longevity are being shortchanged. Why is this important to us as kinesiologists?

Because if we neglect to consider the factors I'll be discussing our client's may not achieve the health they would like. Or, to put it in the vernacular, "We may be missing the boat." The factors we'll be considering are basic but vitally important.

1. Oxygen

You can live for weeks without food, days without water but less than four minutes without oxygen so oxygen has to be at the top of the list. In 1931, Dr. Otto Warburg won the Nobel Prize in Medicine for discovering that there is one prime cause of cancer. Stated Warburg: "The prime cause of cancer is the replacement of normal oxygen respiration of body cells by anaerobic (lacking in oxygen) cell respiration." Oxygen contributes to proper metabolic function, better circulation, assimilation, digestion and elimination, helps purify the blood, and strengthens the immune system. Most bacteria and viruses that can potentially make you sick are anaerobic pathogens — meaning that they cannot survive in an oxygen-rich environment. Oxygen produces over 90 percent of the body's energy. Thus people who are depressed or suffer from fibromyalgia or chronic fatigue benefit greatly from increased oxygen.

These are the reasons that health educators advocate aerobic exercise. However, aerobic exercise is impractical for many of those who most need it, e.g. those with chronic fatigue. A few months ago I came across a solution — a system called Body Flex (Childers & Katz, 1998). The major value of aerobic exercise is that it increases the uptake of oxygen. Body Flex can be used by people who are too fatigued or pained to walk yet this system of breathing burns calories about five times as fast as running. Any client who is serious about improving their level of wellness will integrate 15 minutes of Body Flex into their daily schedule. The reward is increased oxygenation and reduction in fat for those who are overweight.

2. Water

Americans drink very little water. The fluids they are drinking actually increase their need for water because some are diuretics (coffee, tea), some dehydrate (alcohol), and some are too concentrated and need to be diluted (fruit juices), and some are processed as solids (milk).

Probably the world's top authority on water is Dr. Batmanghelidj, author of *Your Body's Many Cries for Water*. In this book he presents a totally new paradigm, or worldview, on the origin of chronic degenerative disease.

The human body is composed of 25 percent solid matter (the solute) and 75 percent water (the solvent). In science and medicine, it has been assumed that it is the solutes that regulate all the activities of the body, including the regulation of its water intake. Because of this erroneous assumption, medical research has been directed toward identification of one "particular" substance that can be held responsible for causing a disease. For example, salt as a cause for hypertension, dietary cholesterol as a cause for atherosclerosis. Thus, with the exception of bacterial infections (which can be eliminated with antibiotic use), hypertension, asthma, peptic ulcers, arthritis, etc., are not cured but the patient takes medications for years to treat their diseases.

Batmanghelidj says orthodox medicine has it backwards. The solvent (water) is actually more important than the solute. Because their model is wrong, orthodox medicine can treat but it cannot cure chronic degenerative diseases. They don't understand the causes nor do they understand water. They are actually treating with drugs the symptoms of chronic dehydration without recognizing it!

Dr. Batmanghelidj's research has shown that such seemingly unrelated conditions as dyspeptic pain, heartburn, depression, bulimia, high blood cholesterol, high blood pressure, rheumatoid arthritis, asthma, allergies, morning sickness, chronic fatigue, excessive weight, angina, insulin-independent diabetes, and back problems, among others, have all disappeared with the ingestion of

adequate water. Each of these conditions is one of the body's many cries for water!

To illustrate the radical difference between Batmanghelidj's paradigm and that of modern medicine let's consider hypertension and asthma. When a patient has hypertension the physician will prescribe a diuretic to force water out of the body. Batmanghelidj considers that absurd. The hypertension is due to the dehydrated body desperately trying to hold on to water. Taking a diuretic worsens the situation. Batmanghelidj corrects it by having the patient drink more water!

Medical doctors prescribe anti-histamines for their asthmatic patients. It is a treatment but it doesn't cure because asthma is one of the body's cries for water that goes unrecognized. Instead, Batmanghelidj says that asthma is due to the body's natural histamines constricting the lungs to limit any further loss of water via the breath. The asthmatic is desperately dehydrated.

If you are serious about preventing chronic degenerative conditions in yourself and those you come in contact with, I highly recommend reading *Your Body's Many Cries for Water*".

3. Minerals

Sixty out of the ninety essential nutrients the body needs are minerals. However, the minerals we need to support vibrant life free of disease are no longer present in our food supply. Greedy agricultural practices had already grossly depleted the mineral reserves in our soils over 60 years ago. The late William Albrecht, a food scientist, said in the late 1930's that if we do not begin to replenish our farm lands with minerals, we will experience an epidemic of chronic degenerative disease such as the world had never seen in as little as 50 years. Today chronic degenerative disease makes up over 80% of all disease and ultimately death in all industrialized nations. I believe we are now reaping the consequences of this serious mineral depletion. We now have teenagers being diagnosed with type 2 diabetes (adult-onset diabetes), and evidence that a majority of women (aged 18-25) are already developing osteoporosis. Also have you

noticed the number of athletes dropping dead or developing cancer? How can we explain this?

Jim Fixx who popularized jogging with his best seller, *Jog Your Way to Health*, was convinced that running would keep him healthy enough to reach age 100. Sports medicine doctors, trainers, etc., assured him that he would get adequate nutrients by eating the four food groups and didn't need to supplement. Poor advice! He may have been fit but he wasn't healthy. He died at age 52 following multiple cardiomyopathy heart attacks, probably a result of selenium deficiency.

In Keshan province in China young children were dying at the rate of 13 per 1000 of cardiomyopathy (muscular dystrophy of the heart muscle, or Keshan Disease). A veterinarian on a World Health Organization team when viewing autopsies of some of the children recognized what is described in animals as "white muscle disease" — a simple selenium deficiency. Large scale, double-blind supplementation studies confirmed the link between selenium deficiency and Keshan Disease.

From 1974 to 1977, preschool and school-age children were divided into two groups. Group one was made up of 36,603 children whose diets were supplemented with 1 mg sodium selenite orally three times per week; group two was a control group of 9,430 children given a sugar tablet placebo. At the end of a three year study, the rate of Keshan Disease in the selenium supplemented group dropped from 13/1,000 children to 1/1,000 children; the rate of Keshan Disease in the control group remained at 13/1,000. Continued long term studies, eventually involving over 500,000 participants, confirmed that supplemental selenium was specific for the prevention of Keshan Disease!! (Wallach & Lan, 1994, p. 152).

How do top athletes develop a selenium deficiency? By sweating! Former American mile record holder, Steve Scott, had broken the four minute mile 147 times. He was very fit yet came down with cancer. He recognizes now in retrospect that if athletes do not supplement to replace the electrolytes they lose

through sweat they become more vulnerable to sudden death because of cardiomyopathy or may develop cancer. As Wallach and Lan (1999, p. 143) describe it:

“ Athletes sweat out more minerals in five years than couch potatoes sweat out in 50 years. If you sweat out all of your copper and don't replace it by supplementation you are at high risk of dying of a ruptured aneurysm. If you sweat out all of your selenium and don't replace it by supplementation you're at high risk of developing a cardiomyopathy heart attack or cancer. If you sweat out all of your chromium and vanadium and don't replace it by supplementation you're at high risk of developing adult onset or type 2 diabetes. If you sweat out all of your calcium, magnesium, and sulfur and don't replace them by supplementation, you are at high risk of developing arthritis, osteoporosis, and kidney stones.”

As mentioned earlier, obesity and overweight problems are increasing in America at quite an alarming rate. Some of this will be due to pica, or the craving and bingeing on sweetened or junk foods due to an underlying mineral deficiency. No known vitamin, protein, or calorie deficiency initiates this behavior. Nor will supplementing the diet with vitamins or eating sugar, carbohydrate, fat, or protein quench it! Cribbing is a name given to a particular form of pica in domestic animals. Cribbing occurs when animals chew or gnaw on a wooden fence, hitching post, or feed box. A smart farmer recognizes that the cribbing is a symptom of mineral deficiency and feeds minerals to the animal to correct the underlying problem. It used to be that pica was most manifest during pregnancy when women would eat coal, clay, chalk, baking powder, etc. We see it in children who bite their fingernails, pick their nose and eat it, or eat lead paint. In children and adults we today see pica in more socially acceptable forms: chewing gum, eating sugar, chocolate, snack food, soft drinks, as well as smoking, alcohol and drug use. Such substances cannot correct the underlying mineral deficiency but they do provide empty calories and further deplete the

body of vitamins and minerals. Americans have to be the most overfed undernourished people on planet earth.

If we are doing kinesiological balances for clients without helping many of them recognize their underlying mineral deficiencies, then I think we do them a disservice.

4. Enzymes

Without enzymes life is not possible. “They are needed for every chemical reaction that takes place in the human body. No mineral, vitamin, or hormone can do any work without enzymes. Our bodies, all of our organs, tissues, and cells, are run by metabolic enzymes. They are the manual workers that build our body from proteins, carbohydrates, and fats, just as construction workers build our homes. You may have all the raw materials with which to build, but without the workers (enzymes) you cannot even begin” (Howell, 1985, p.33).

As a result of over 50 years of research into enzymes Dr. Edward Howell proposed The Enzyme Nutrition Axiom: “The *length of life* is inversely proportional to the *rate* of exhaustion of the *enzyme potential* of an organism. The increased use of food enzymes promotes a *decreased rate* of exhaustion of the enzyme potential.”

As we get older certain substances in the body decrease, e.g., hydrochloric acid, DHEA, and co-enzyme Q10. Among these are digestive enzymes in general. For example, the amylase content of human saliva is 30 times greater on an average at 25 years of age than at 81 years of age.

Dr. Howell believes each of us is given a limited supply of enzyme energy at birth that must last us a lifetime — like an enzyme bank account. When we eat food where the enzyme activity has been destroyed through irradiation, cooking, or microwaving, we are drawing from the body's enzyme bank account in order to digest the food. True, the body will adapt wherever possible. The pancreas of Orientals on a cooked, high carbohydrate rice-type diet is relatively about 50 percent heavier than that of Americans, and

their salivary glands are also heavier. This hypertrophy of the pancreas and salivary glands in response to higher intake of enzyme-deficient carbohydrate foods has been confirmed experimentally in animals (Howell, 1994, p. 167).

However, if we are on a typical modern enzyme-deficient diet we are needing to pull so many digestive enzymes from our metabolic enzyme potential that it becomes depleted and we develop chronic degenerative diseases.

The solution is to begin eating more enzyme-rich foods and/or to supplement with a broad spectrum enzyme product to assist with the digestive process and to help reverse chronic degenerative conditions.

5. Values-Goals-Purpose

Even though good nutrition and aerobic exercise (or breathing exercises) are essential, if you want to have good health or slow down the aging process, having direction is even more important.

Between 1981 and 1984 the Body Age Study was conducted under the auspices of the Canadian Institute of Stress (founded by stress-research pioneer Dr. Hans Selye). Six hundred and twenty-three study subjects (336 men and 287 women) were chosen from a group of 1,868 applicants. Their body ages or biological ages were assessed by measuring blood pressure, resting heart rate, reaction time, skin elasticity and near-vision blurring. A physical appearance age appraisal was also accessed based on criteria such as skin tone, number of facial wrinkles, depth of facial wrinkles, length of facial wrinkles, eye-hand coordination, dark shadows under eyes, fatigue level, etc. Those who entered the program all tested biologically older than their chronological or calendar age — many by 10 years or more.

The 602 participants who completed the full eight-month program were able to reduce their body ages by an average of 8.2 years. The majority ended up “younger than their years”, testing at body ages younger than their chronological ages.

Five anti-aging interventions were used: Effective Relaxation, Essential Exercise, High-Performance Nutrition, Self-Affirming Communication, and Values/Goals Clarification. Although it may be a surprise to some, the ability to clarify and express one's values and goals turned out to be the most powerful single intervention for participants in the Body Age Study. (Earle, Imrie and Archbold, 1989).

Conclusion

The 80/20 Principle would suggest that the majority of health problems will be caused by a few significant factors. I truly believe that if we were to educate and persuade our clients to take care of a few specific items most of their problems would disappear. These would include oxygenating the system, preferably through breathing or aerobic exercise; drinking adequate water; ensuring that there are sufficient minerals in the diet and supplements; eating more enzyme rich fruits and vegetables and supplementing with enzymes to slow down the rate that our cooked foods deplete our body's enzyme reserves; and finally, but not least, encouraging our clients to establish a mission in life, to develop a sense of purpose, and to establish the goals in order to fulfil that purpose.

By addressing these factors we greatly increase the likelihood that our clients can achieve the high level wellness they deserve!

References

Batmanghelidj, F. *Your Body's Many Cries for Water*. Falls Church, Virginia: Global Health Solutions, 1997.

Childers, Greer with Bobbie Katz. *Be a Loser!* New York, NY: Times Books, 1998.

Earle, Richard; Imrie, David, and Rick Archbold. *Your Vitality Quotient*. New York, NY: Warner Books, 1989.

Howell, Edward. *Enzyme Nutrition: The Food Enzyme Concept*. Wayne, New Jersey: Avery Publishing Group, 1985.

Howell, Edward. *Food Enzymes for Health Longevity*. 2nd edition (revised). Twin Lakes, Wisconsin: Lotus Press, 1994.

Koch, Richard. *The 80/20 Principle: The Secret of Achieving More with Less*. London, England: Nicholas Brealey, 1998.

Wallach, Joel D., Ma Lan. *Rare Earth: Forbidden Cures*. Bonita, California: Double Happiness Publishing Co., 1994.

Wallach, Joel D., Ma Lan. *Dead Doctors Don't Lie*. Franklin, Tennessee: Legacy Communications Group, 1999.

About the presenter:

Dr. Wayne Topping is a former New Zealander and ex-geology professor who now teaches kinesiology seminars in stress management, overcoming learning difficulties, biokinesiology, Touch for Health, and personality traits and their relationship to illness. He has written seven books, currently teaches in twenty-one countries, and is founder of Wellness Kinesiology. He can be contacted at:

Topping International Institute, Inc.
2505 Cedarwood Avenue, Suite 3
Bellingham, WA 98225, U.S.A.

Phone: 360-647-2703
FAX: 360-647-0164
e-mail: topping2@gte.net