Prioritisation Matrix

# What is this tool for?

# The prioritisation matrix is a decision-making tool that helps you prioritise ideas and actions based on their potential impact and the amount of effort required to implement them.

# It helps sort ideas by priorities, identifies ideas you want to delegate, and singles out ideas that you should not do at all. It splits the ideas into four quadrants:

# High impact and low effort - focus on these first.

# High impact but high effort - these can give good returns but are time consuming. Can sometimes overshadow quick wins.

# Low impact and low effort - block time to work on these tasks later.

# Low impact and high effort - do not do them at all, if possible.

# The prioritisation matrix allows you to compare the relative impact and effort of different actions to identify those likely to be successful.

# The impact of an action is typically measured in terms of its ability to impact the problem or work towards achieving your project goals. The effort required to implement an action is measured in terms of time, money, or other resources.How to use this tool

As a group, discuss and rank your ideas. This activity will help prioritise ideas and actions related to a specific project of topic.

**Brainstorm your ideas**

* Brainstorm your ideas on the template below.

Add idea

* Copy and paste this blue text box. The text box is   
  formatted to allow for ease of movement.
* One idea per box.
* Before prioritising, review each idea to ensure everyone understands them. As needed, edit, delete or add ideas to prioritise.

**Rank each idea**

* When you have captured all your ideas, begin sorting them by impact and difficulty.
* For ideas that will have greater impact, place them further to the right. Ideas that will have less impact, place further to the left.
* Once you have decided where along the X axis for impact, consider the difficulty of the idea.
* Ideas that are easy to implement are placed near the bottom. Ideas that may be more difficult should be placed near the top.
* No two ideas should have the same impact and difficulty ranking.

**Discuss and share**

* With all your ideas placed, discuss as a group. Does everyone agree that the ranking and order makes sense?
* Add more ideas to the four quadrants as you identify any new ones.

*Want to work collaboratively? See the* [*Mural*](https://app.mural.co/template/5d522221-931e-4e76-afcb-015504066326/f01fd60a-e2aa-4249-a0e6-44e32ed4167a) *template!*

|  |  |
| --- | --- |
| **THANKLESS ACTIONS**  Low impact and high effort | **MAJOR PROJECTS**  High effort but high impact |
|  |  |
|  |  |
| **RAINY DAY**  Low impact and low effort | **QUICK WINS**  High impact and low effort |



## PRIORITISATION MATRIX

Project title:

**IMPACT**

**EFFORT**