

Impact versus effort matrix

Prioritise ideas by weighing the difference they could make against the effort needed to deliver them.



How to use it

List the activities, ideas or potential actions you are considering, then place each one in the quadrant that best reflects its likely impact and the effort required.

- 1 Estimate impact**
 How much difference could this make to your intended outcomes?
- 2 Estimate effort**
 Consider time, cost, staff capacity, complexity and dependencies.
- 3 Prioritise**
 Start with quick wins, then decide which major projects justify the investment.

TIP

Use this as a discussion tool. The aim is a shared view of what deserves attention first.