

Impact/Effort Matrix

Start by creating a numbered list of all the potential actions. Then, taking one action at a time, ask the group to quickly indicate how much effort they think it will take to accomplish that action and how much impact it will have on the overall goal. Write the action number in the location on the matrix that represents the intersection of the effort and the impact for that item. Clusters of items that end up in the "A" quadrant are those that will make the most difference for the least amount of effort, as shown below.

