

Strategic Prioritization Matrix

Use this 2x2 matrix to sort projects, tasks, or opportunities based on their impact and effort. This tool helps teams and individuals make quick, effective decisions about where to focus attention.

| | Low Effort | High Effort |
|-------------|----------------------------------|--|
| High Impact | Do First (High ROI, fast win) | Plan & Delegate (Worth doing, but heavy lift) |
| Low Impact | Avoid (Low payoff) | Rethink or Drop (Not worth the effort) |

Instructions:

- List your current initiatives or to-dos.
- For each, ask: What's the potential impact? How much effort is required?
- Place it in the matrix accordingly.
- Focus on the top left quadrant (High Impact / Low Effort).