Prioritization Matrix

WHAT IS THIS TOOL? The prioritization matrix is a tool that can help teams visually brainstorm, identify, and decide which tasks or ideas to focus on and in what order they might be addressed.

HOW TO USE IT:

1. As a team, generate a list of ideas or tasks that you wish to prioritize. Write each idea/task on a sticky note.

2. Evaluate each idea/task according to the criteria listed on the X and Y axes. This example uses "easy/hard to achieve" and "high/low value," but teams may modify the template to best fit their need. Labeling the axes in terms of effort, importance, urgency, or impact are possible variations to consider.

3. Place each sticky note in the appropriate quadrant according to its estimated value and effort required to achieve it.

4. Based on results, discuss and create action plans for the prioritized goals and/or action steps.

	Easy to Achieve	**Hard to Achieve**
High Value		
Low Value		

	Easy to Achieve	Hard to Achieve
High Value	High value + Easy to achieve = Do now	High value + Hard to achieve = Do next
Low Value	Low value + Easy to achieve = Do later	Low value + Hard to achieve = Don't do (re-evaluate)