Impact/effort Chart

The Impact/Effort Chart is a 2×2 matrix. Use it to prioritize tasks. Plot tasks based on potential impact versus the effort to implement them. This helps teams see which initiatives give the most value for the least work.

30 minutes

Remote Focused

H HOW TO RUN

1 Create the Matrix — 3 min

Draw a 2×2 grid. Put "Effort" on the x-axis (Low to High) and "Impact" on the y-axis (Low to High). Say: "We can't do everything on this list, so let's find what gives us the most for the least."

2 Label the Quadrants — 2 min

Write a name in each quadrant: Quick Wins (High Impact, Low Effort): Top priority. Major Projects (High Impact, High Effort): Plan these. Fill-ins (Low Impact, Low Effort): Do if there's spare time. Thankless Tasks (Low Impact, High Effort): Avoid.

3 Plot Ideas — 15 min

Discuss and place each idea/task on the matrix.

4 Action Planning — 10 min

Create a plan based on where items landed. Focus on "Quick Wins" and "Major Projects."

KEY TIP

Before plotting, make sure everyone agrees on what "impact" and "effort" mean.

O OBJECTIVES

- Visually categorize tasks to help prioritize
- Find "quick wins" (high impact, low effort) to prioritize
- Discuss the value and cost of different initiatives

M MATERIALS

- ☐ Online whiteboard with a 2×2 matrix template (e.g., Miro, Mural)
- ☐ Virtual sticky notes

P PARTICIPANTS

4 to 10 people

F FACILITATOR NOTES

REMEMBER

- Use a numerical scale (e.g., 0-10) on the axes for more precise placement.
- If everything drifts into Quick Wins, the group is rating hope rather than effort: have them place the single hardest item first, then put every other item relative to it.
- In a room, tape the grid on a wall and use paper sticky notes.