Importance/difficulty Matrix

1 hour

Luma

The group places every option on a 2×2 grid by how important it is and how hard it is to do. Quick wins land in one corner (important, easy) and major projects in another (important, hard). You leave with a visible order of work and the quadrant to tackle first.

H HOW TO RUN

1 Draw the grid — 5 min

Draw a 2×2 grid on a large sheet or wall. Say: "We have more good options than time, so we're going to place each one by how much it matters and how hard it is."

2 Label the axes — 2 min

Label the axes: Importance (horizontal) and Difficulty (vertical). Agree what importance means for this group.

3 List the options — 8 min

List all options to evaluate, one per sticky note.

4 Rate importance — 8 min

Rate each option for importance (1-10).

5 Rate difficulty — 8 min

Rate each option for difficulty (1-10).

6 Plot the options — 5 min

Plot each option on the matrix.

7 Discuss the borders — 10 min

Discuss items near the borders. Move a note only when the group agrees.

8 Pick a quadrant — 6 min

Identify which quadrant to tackle first.

9 Plan the next steps — 8 min

Create an action plan: an owner and a next step for each item in that quadrant.

KEY TIP

Define 'importance' clearly for your group. What does it mean in this context?

O OBJECTIVES

- Prioritize tasks based on value and effort
- Find quick wins
- Identify major projects
- Make resource decisions
- Build consensus on priorities
- Create realistic plans

M MATERIALS

- ☐ Large matrix template.
- ☐ Sticky notes.
- ☐ Rating scales.
- ☐ Markers.
- ☐ Planning sheets.

P PARTICIPANTS

6 to 12 people

F FACILITATOR NOTES

REMEMBER

- Be realistic about 'difficulty'.
- Start with quick wins to build momentum. Acknowledge that some 'hard stuff' may get deprioritized – that's OK.
- If the most senior person rates out loud first, everyone calibrates to them. Have people rate silently on their own notes, then plot the average.
- Remotely, use a shared board (Miro or Mural) with the grid drawn and one sticky per option. Have people drag notes with mics muted, then unmute for the border discussion.