

# Impact vs Effort Matrix... At a glance

## What?

An impact effort matrix is a simple yet powerful tool that can help teams prioritise tasks or ideas in relation to how much impact they will have once complete and how much effort they will take to complete.



The matrix is a 2 X 2 grid with an Impact axis and Effort axis running from low to high. The 4 quadrants represent:

- High impact, low effort
- High impact, high effort
- Low impact, low effort
- Low impact, high effort

## How?



### Step 1: Get the whole team together

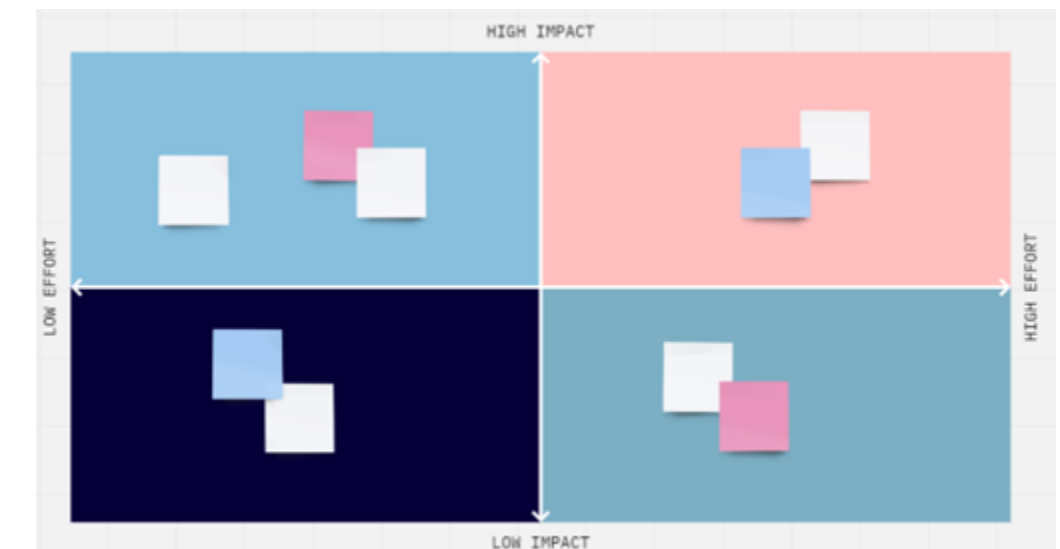
To start, make sure that all the relevant parties are present at the beginning of the session. It's critical that the matrix is filled out by stakeholders who have a first-hand perspective on how tasks are completed and how much effort goes into them.

### Step 2: Summarise objectives and team goals

Either have the team brainstorm what their main objectives and team goals are or summarise these from a previously agreed vision statement or document e.g., your project charter. This allows the team to align on the overall mission.

### Step 3: Create a 4-quadrant chart

The impact effort matrix is plotted on 2 axes: the level of effort involved in a task and the level of potential impact completion of the task can have.



## Why?

In scenarios where time and resources are limited, an impact effort matrix can help teams prioritise tasks and find the most efficient path towards achieving overall goals.

An impact effort matrix is best used when a team or employee has multiple potential courses of action they can take or tasks they can complete, and has to decide on the best ways to allocate their time to maximize impact.



Want to learn more?

Impact vs Effort Matrix v 1.0



Template available on MIRO:

<https://miro.com/templates/impact-effort-matrix/>





# Impact vs Effort Matrix... Continued



The 4 quadrants are:

- Quick wins (maximum impact, minimal effort),
- Major projects (maximum impact, maximum effort),
- Fill ins (minimal impact, minimal effort),
- Time wasters (minimum impact, maximum effort).

#### Step 4: Add individual tasks into one of the 4 quadrants

Plot any tasks that the team was planning or considering onto the matrix depending on how much effort and impact each action can have. Make sure to closely review with the whole team to be certain.

#### Step 5: Create an action plan based on your results

With an understanding of the impact and effort of all tasks, you can prioritise them and determine which tasks deserve the most time and resources in the future.

#### Populated example:

