

THE IMPACT VS. EFFORT MATRIX



What to Fix First



Quick Wins

Do it now!

- Easy fixes that make a real BIG difference
- Don't take much time but move things forward fast

Example: Automating a repetitive task or fixing a process bottleneck.



Big Bets

Plan for it

- Major projects that take time/resources but so worth it
- Need planning but shift your business forward

Example: Redesigning workflows or rolling out a new system.

EFFORT



- Takes up time and gives very little in return
- Often mistaken as "urgent" but not really important

Example: Perfecting tiny details no one notices.

IMPACT

- Drains resources and doesn't drive real results
- Delegate, automate, or eliminate these entirely

Example: Manually entering data that could be automated.



Distractions

Ignore it



Time Traps

Delegate it

Make smarter changes with this matrix!