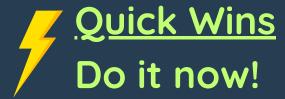
## THE IMPACT VS. EFFORT MATRIX





- 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.

## **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.





## 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.



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

**Example:** Manually entering data that could be automated.



Make smarter changes with this matrix!

**IMPACT**