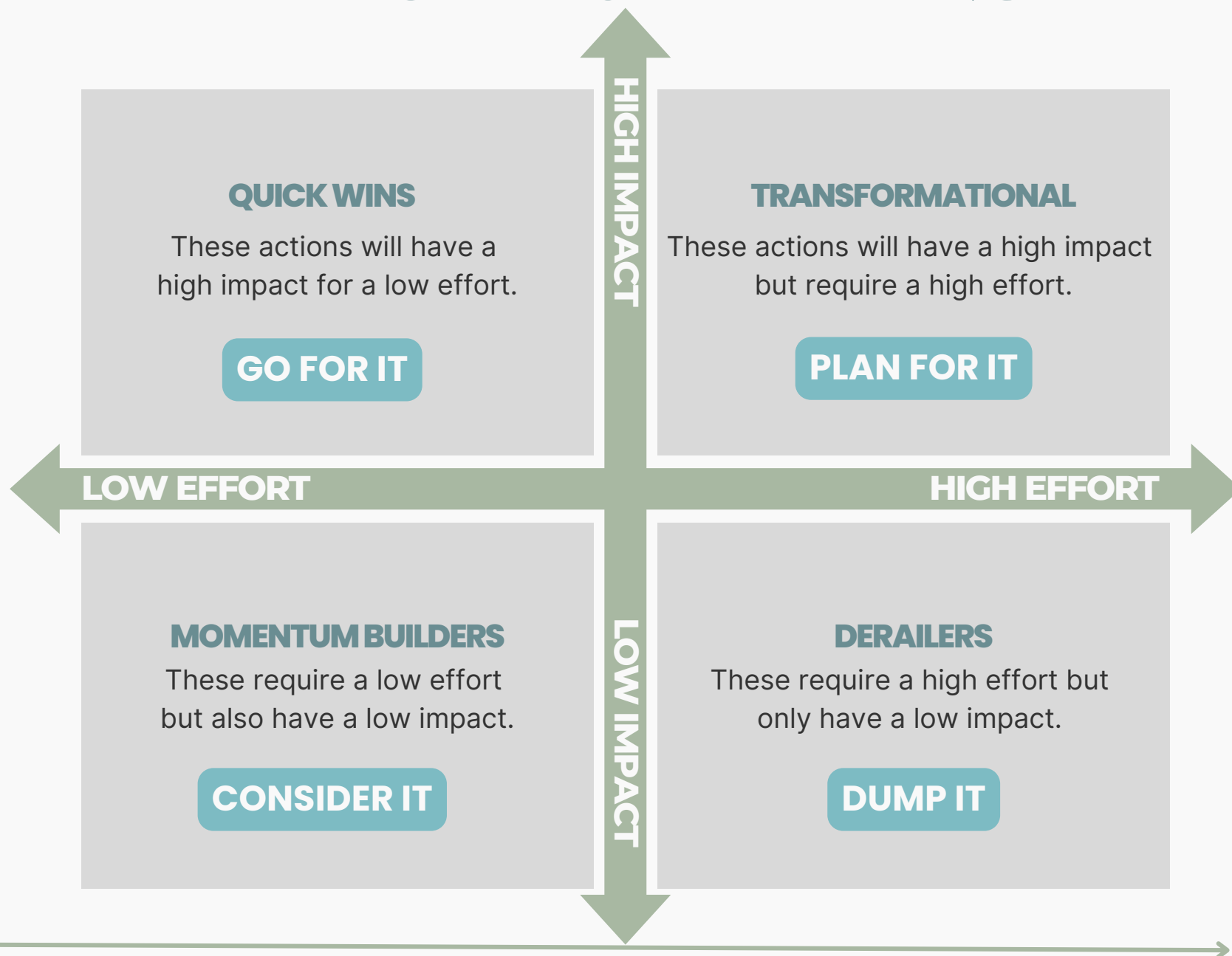


# IMPACT EFFORT MAPPING



# Impact Effort Mapping

## HOW TO GUIDE

### 1 Gather Your List

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List all the potential projects, tasks, or initiatives you are considering. These might come from brainstorming, strategy sessions, or your action plan.

### 2 Define Impact and Effort

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- **Impact:** How much of a difference will this action make towards your goals?
- **Effort:** How much time, money, or resources will it take to complete?

Agree on rough definitions before you start mapping.

### 3 Plot Each Item

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Use the Impact/Effort Matrix to sort each item:

- |                                  |  |
|----------------------------------|--|
| <b>Low Impact + Low Effort</b>   | → <i>Momentum Builders:</i> Consider if they are worth doing.            |
| <b>High Effort + Low Impact</b>  | → <i>Derailers:</i> Typically, avoid or drop these.                      |
| <b>High Effort + High Impact</b> | → <i>Transformational:</i> Plan carefully and prioritize strategically.  |
| <b>Low Effort + High Impact</b>  | → <i>Quick Wins:</i> Do these first to build momentum and early success. |

### 4 Make Decisions

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Label each initiative:

- **Go For It:** High impact, low effort (Quick Wins)
- **Plan For It:** High impact, high effort (Transformational)
- **Consider It:** Low impact, low effort (Momentum Builders)
- **Dump It:** Low impact, high effort (Derailers)

### 5 TAKE ACTION

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Prioritize your next steps based on where each item falls. Build your strategic plan or action list around initiatives that truly move the needle.