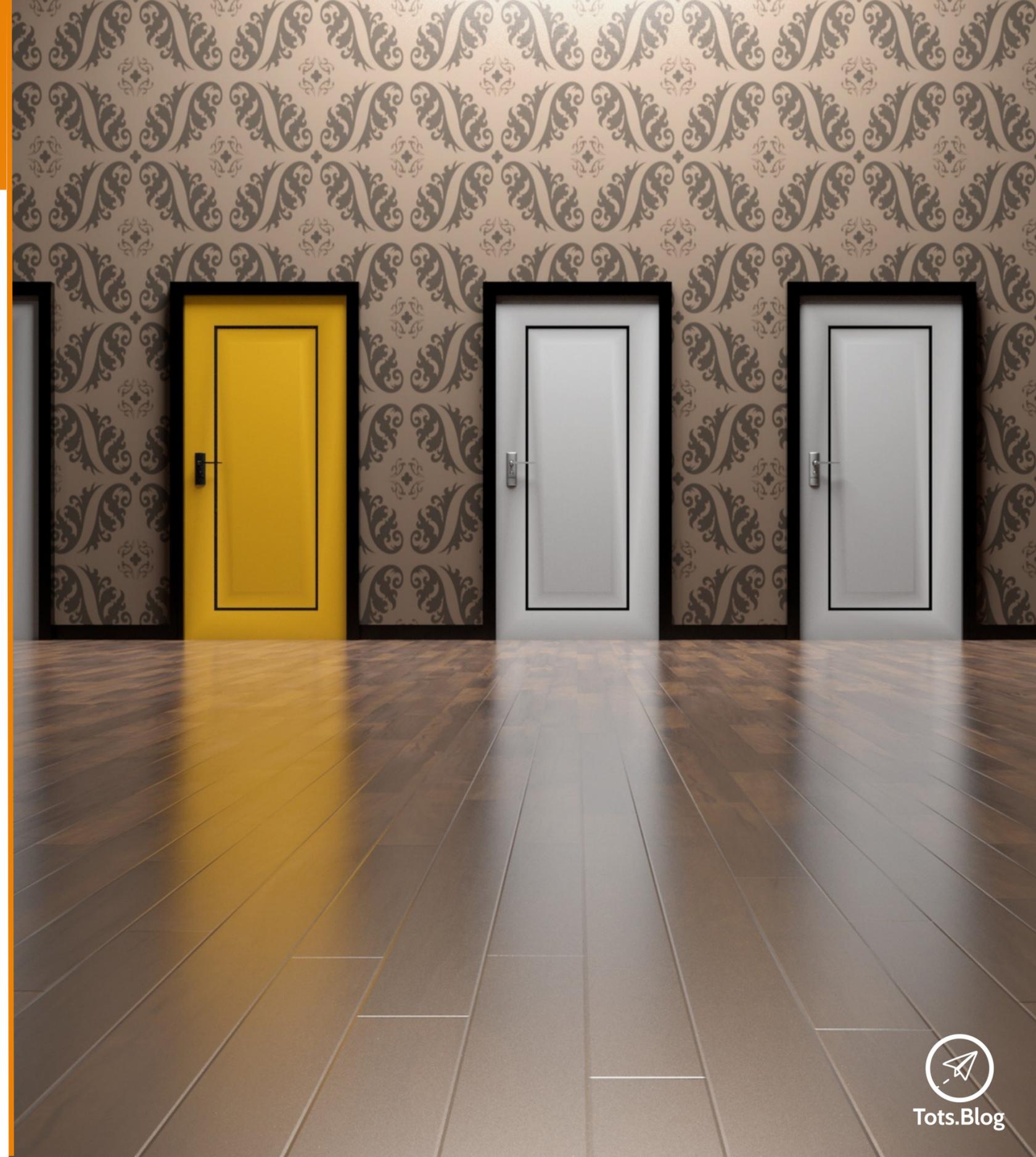


How to Prioritize

Frameworks to help you do the right things in the right order





Most of us spend too much time on what is urgent and not enough time on what is important.

Steven R. Covey





Benefits of Frameworks

Prioritization frameworks can help us **distinguish important and urgent** to make informed decisions about allocating resources and driving business success.



Prioritization Frameworks

- 01 _____ **Big Rocks** - divides into Strategic Initiatives, Needle Movers, and Tactical Efficiency
- 02 _____ **Eisenhower Matrix** - based on urgency and importance.
- 03 _____ **MoSCoW Method** - divides into Must have, Should have, Could have, and Won't have.
- 04 _____ **RICE Score** - ranks ideas by reach, impact, confidence, and effort.
- 05 _____ **Should/Can** - ranks ideas by capability & impact
- 06 _____ **LNO** -frames task based on impact and quality



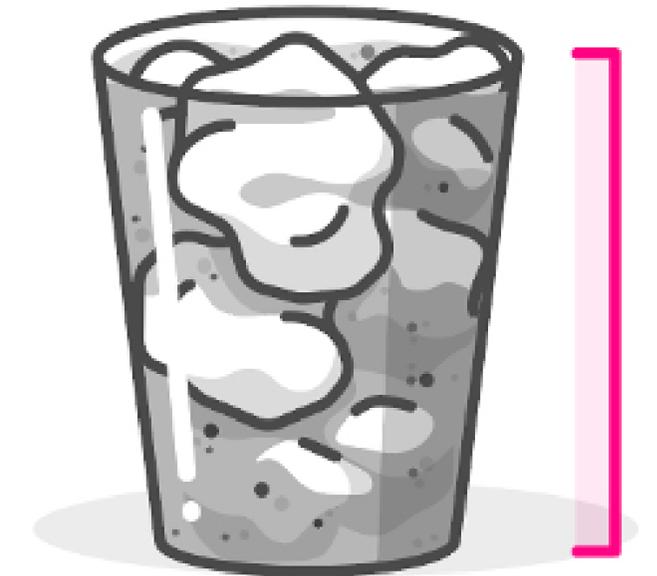
1. Big Rocks

The Big Rocks framework is based on the idea that if you prioritize your most important and urgent tasks first, your other tasks will naturally fall into place.

- **Big Rocks** are strategic game changers
- **Pebbles** are short-term needle movers
- **Sand** provides tactical efficiency gains



Pebbles First



Rocks First

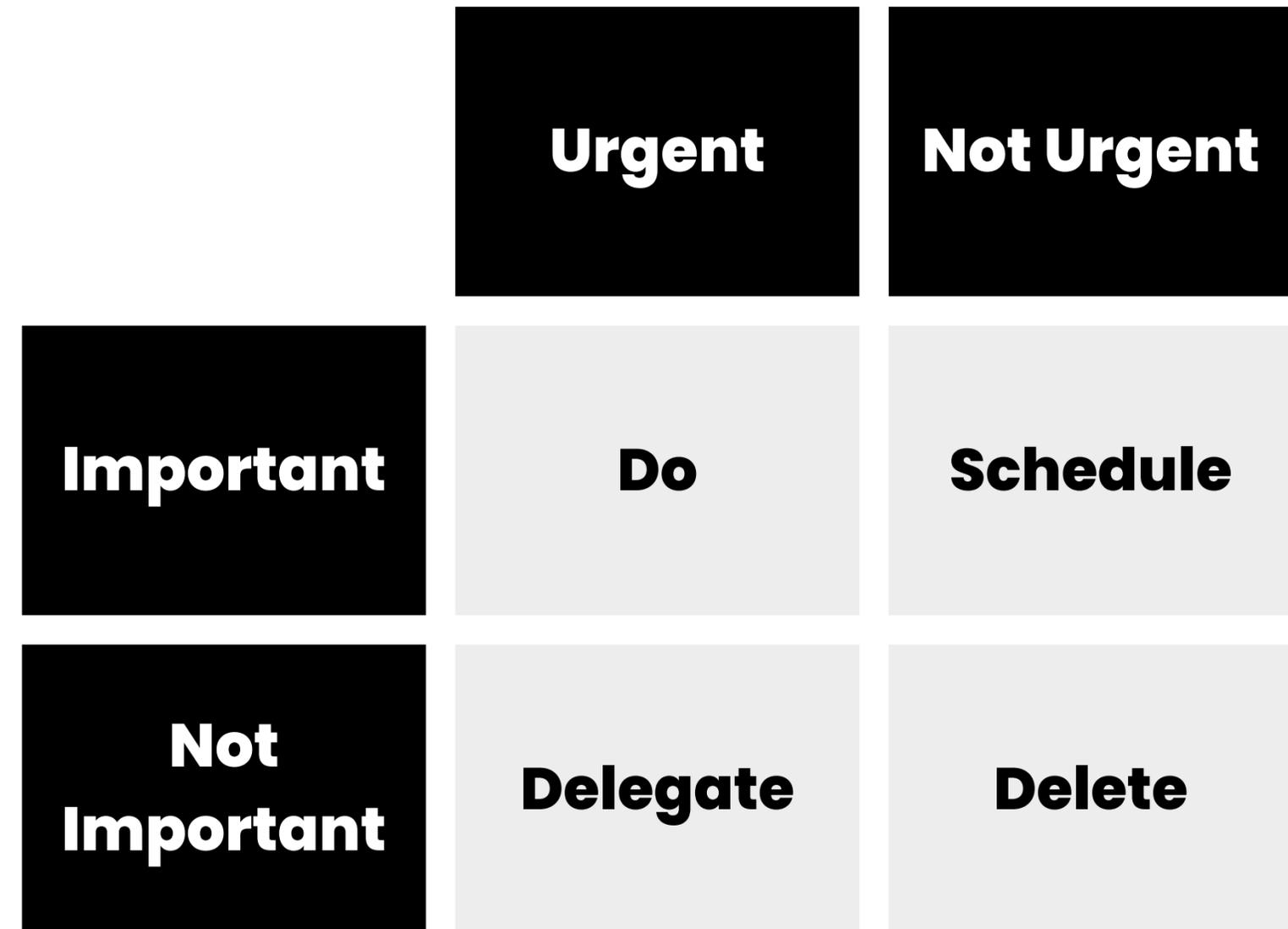
If the big rocks don't go in first, they aren't going to fit in later.
- *Stephen R. Covey*



2. Eisenhower Matrix

The Eisenhower Matrix is based on the idea tasks should be segmented based on their importance and urgency.

- **Delegate** tasks that are urgent but don't require your expertise
- **Delete** tasks that don't add measurable value and/or distract from core tasks
- **Do** urgent tasks and material consequences if not completed timely
- **Schedule** tasks that aren't urgent but usher in long-term goals



3. MoSCoW Method

The MoSCoW Method helps teams prioritize and communicate what work will be done and in what order based on the value to the end user(s).

Must Have

Vital

Should Have

High Priority

Could Have

Optional

Won't Have

Excluded



4. RICE Score

$$\frac{\textit{Reach} \times \textit{Impact} \times \textit{Confidence}}{\textit{Effort}} = \textit{RICE Score}$$

Reach

How many people will be impacted?

Can be internal or external customers

Isolate to a time period (e.g., per month)

Impact

How much of an impact per person?

3 = Massive
2 = High
1 = Medium
0.5 = Low
0.25 = Minimal

Confidence

How sure are we on Reach & Impact?

100% = High
80%+ = Medium
50%+ = Low
<50% = Minimal

Effort

How much will we have to invest?

Measure in working hours per month

Convert to cost if add'l dollars required

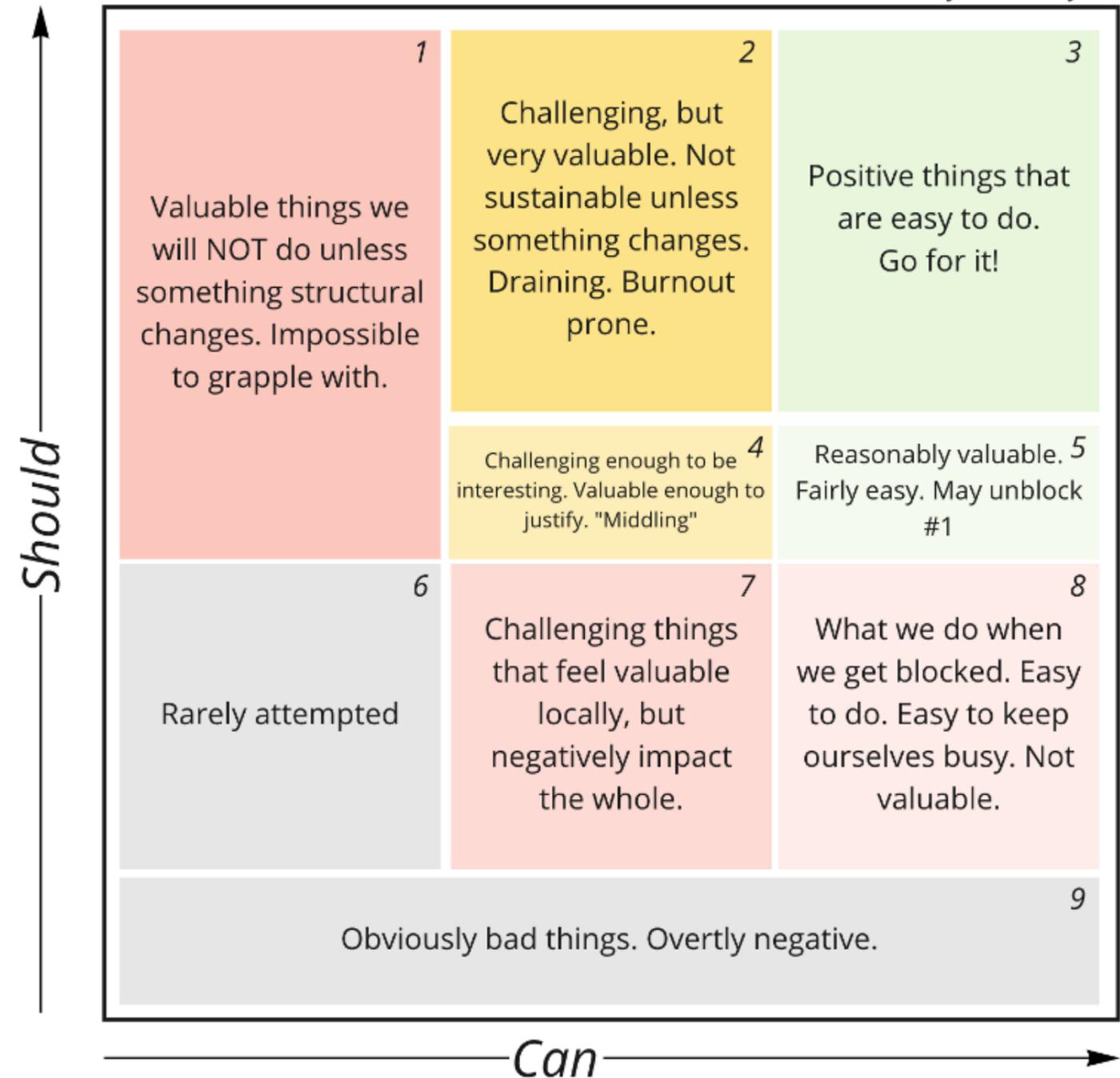


5. Should / Can Matrix

A matrix that helps you prioritize by scoring tasks on capabilities (can) and impact (should).

- Boxes 2-5 should be highly prioritized
- Boxes 6-9 should be avoided

@johncutlefish



6. LNO

The LNO framework is based on the idea that a task's impact should not only dictate the order in which you prioritize the work but also impact the quality of effort we expend completing it.

	Impact	Effort
Leverage	10x	Do a <i>great</i> job
Neutral	1x	Do a <i>good</i> job, no better
Overhead	<1x	Just get it done

“The key is not to prioritize what’s on your schedule, but to schedule your priorities.”

STEVEN R. COVEY



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