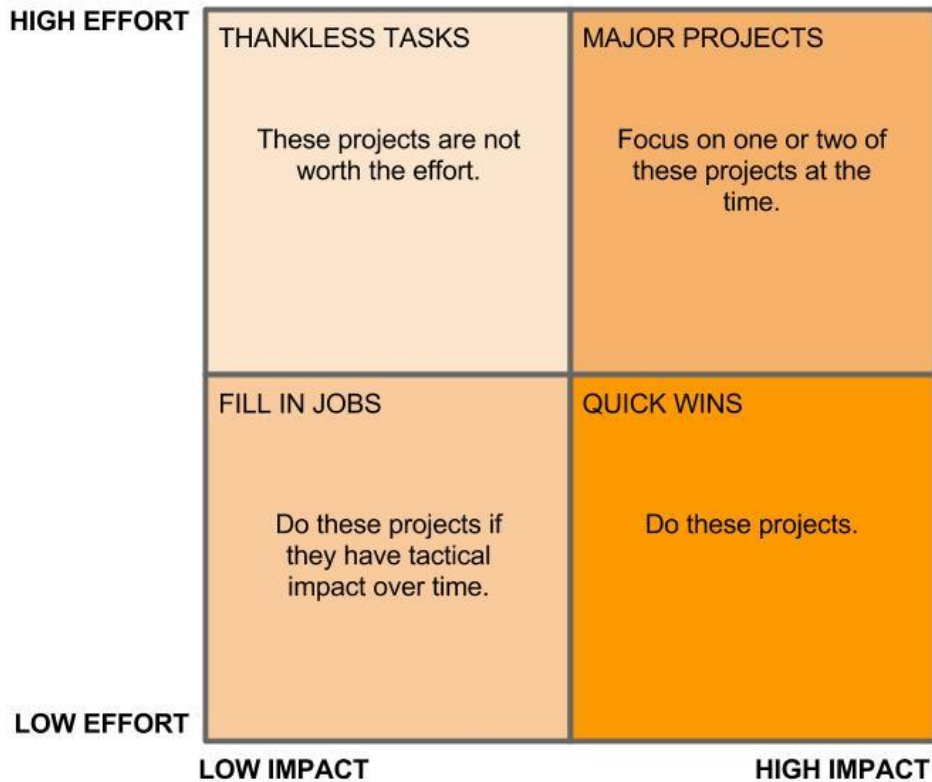


Effort vs Impact Quadrant

Another very useful quadrant type is the Effort vs Impact Quadrant, which helps you prioritize projects and initiatives based on their predicted effort and impact.

Effort vs Impact Quadrant



Group members assess a list of projects and initiatives according to how much effort they think they will require, and how much impact they will have on the overall organization or product.

Projects that are deemed to require low effort, but have high impact, are identified as “Quick Wins” that should be pursued.

Other projects that will have high impact, but are deemed to also require high effort, are labelled “Major Projects”. These need significant focus and resources, so it is recommended to only focus on one or a couple major projects at the time.

Projects that requires low effort, and results in low impact, are labelled “Fill in Jobs”, and should be done mainly if they have some tactical impact over time.

Finally, projects that requires high effort but have low impact are labelled “Thankless Tasks” and are often not worth the effort it takes to do them.