COST

IMPACT

**Investments**

High Cost

High Impact

**Quick Wins**

Low Cost

High Impact

**Waste of Money**

High Cost

Low Impact

**Waste of Time**

Low Cost

Low Impact

List your top 5-10 projects (rank from what you spend the majority of your time versus least of your time).

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

IMPACT on delivering business strategy, values, brand, financial targets  
COST Count $$ and Resources   
Define HIGH COST as >\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Impact Matrix