

RESOURCE

Boston Matrix - Effort vs Impact

Introduction

This version of the Boston Matrix uses scales of Effort vs Impact to help you prioritise your tasks and 'to-dos'.

It's a very quick way to give you a basic form of prioritisation and helps you categorise tactics into:

- Quick wins
- Major projects
- Friday afternoon tasks
- Park for later tasks

Print this in a large format (A1 or A0) or simply draw it out on a white board.

Instructions

1

Write out all of your tactics (or to-dos/ideas) on individual Post-it notes.

2

Stick these on the matrix, based on what you think the **effort** required is and the resulting **impact** will be.

3

Review them and prioritise in order of importance and create plan of what and when to work on.

Effort vs Impact Matrix

