

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

Step 1: Write out all of your tactics (or to-dos/ideas) on individual Post-it notes.

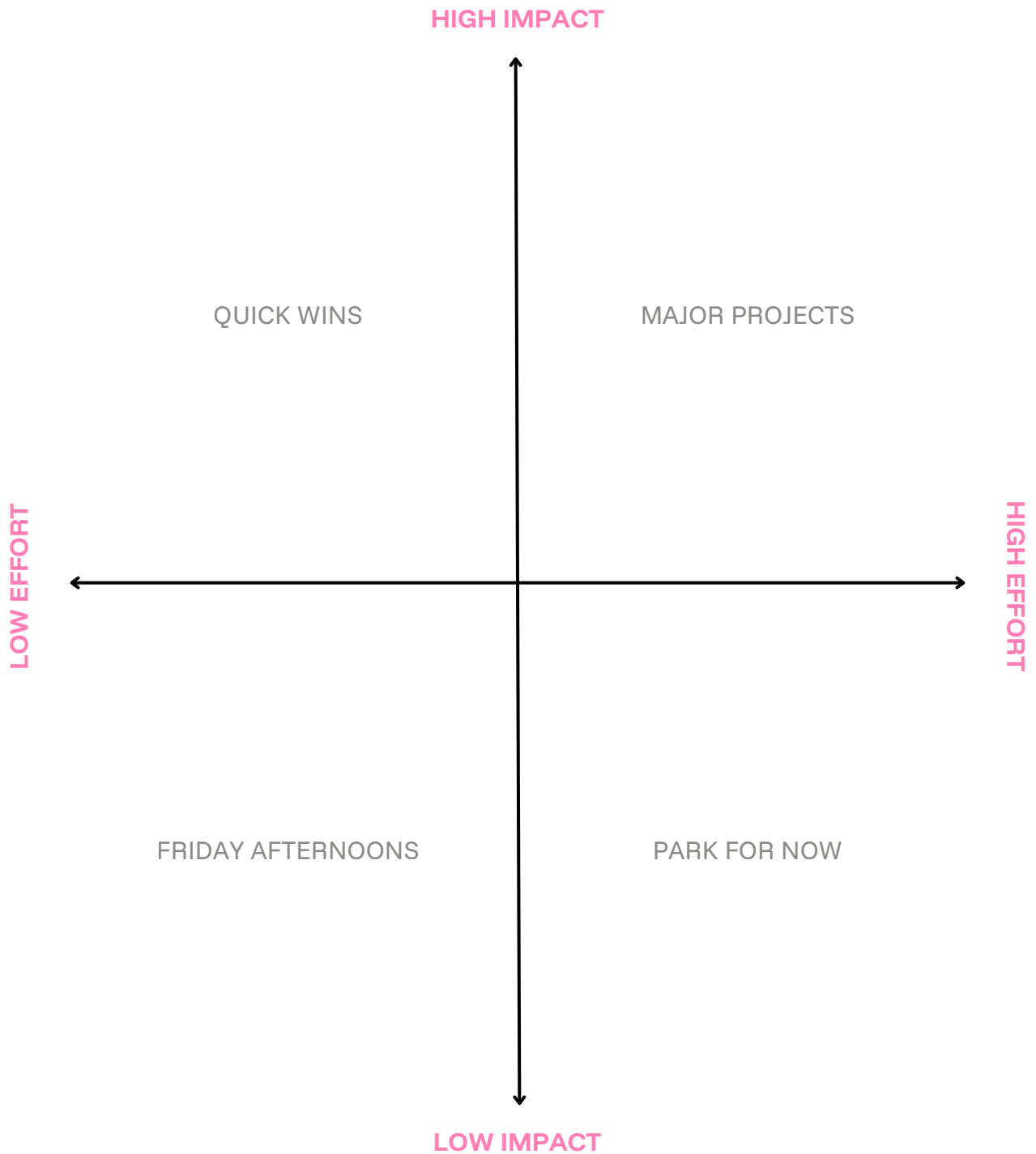
2

Step 2: Stick these on the matrix, based on what you think the effort required is and the resulting impact will be.

3

Step 3: Review them and prioritise in order of importance and create plan of what and when to work on.

Effort vs Impact Matrix



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