



Tool 2: Effort and impact matrix

Use this tool to help your group assess the potential impact and the effort necessary to implement the activities you have identified that appear to have the most promise.

Consider using this tool as a next step after you have used Tool 1: Idea Capture and Reflection Worksheet to brainstorm activity ideas.

Impact could mean the number of people who engage in the activity, or it could mean the potential benefit each person might experience as a result of engaging in the activity. Use your best judgment as to how you would define impact.

Step 1: Identify activity ideas and get them on the matrix

⌚ 15 MINUTES

The effort and impact quadrant should be displayed so that you can work with it as a group: draw it on a flip chart, project it from a computer, or even use some masking tape and construct it on a wall. Everyone needs to be able to read the ideas as they are posted, and you need to be able to move ideas easily between quadrants.

- a. Have each person write down an implementation activity - an action or an idea that would help achieve desired outcome - on a large sticky note or piece of paper with tape on the back.
- b. Ask each person to print with large enough letters to be read at a distance.
- c. Explain that the purpose of the process is to compare the ease of implementation and effectiveness of activities relative to each other. Don't get hung-up on placement early in the process.
- d. Briskly put the activities in quadrants, asking the group: "Where do we want it on the matrix?" When opinions are mixed place activities between quadrants.
- e. Ask participants if they have thoughts about other activities not listed on board yet. Have them quickly write those down and share.

TOOL 2: EFFORT AND IMPACT MATRIX

Step 2: Consolidate similar ideas & adjust the placement of ideas on the matrix

⌚ 10 MINUTES

- a. Merge very similar ideas and treat them as a single idea.
- b. Distribute activities in quadrant according to your best judgment about ease of implementation and potential impact.
- c. Check the placement of each activity idea with the group to confirm that each is in the right place (based on majority opinion).

Step 3: Select up to four to implement

⌚ 10 MINUTES

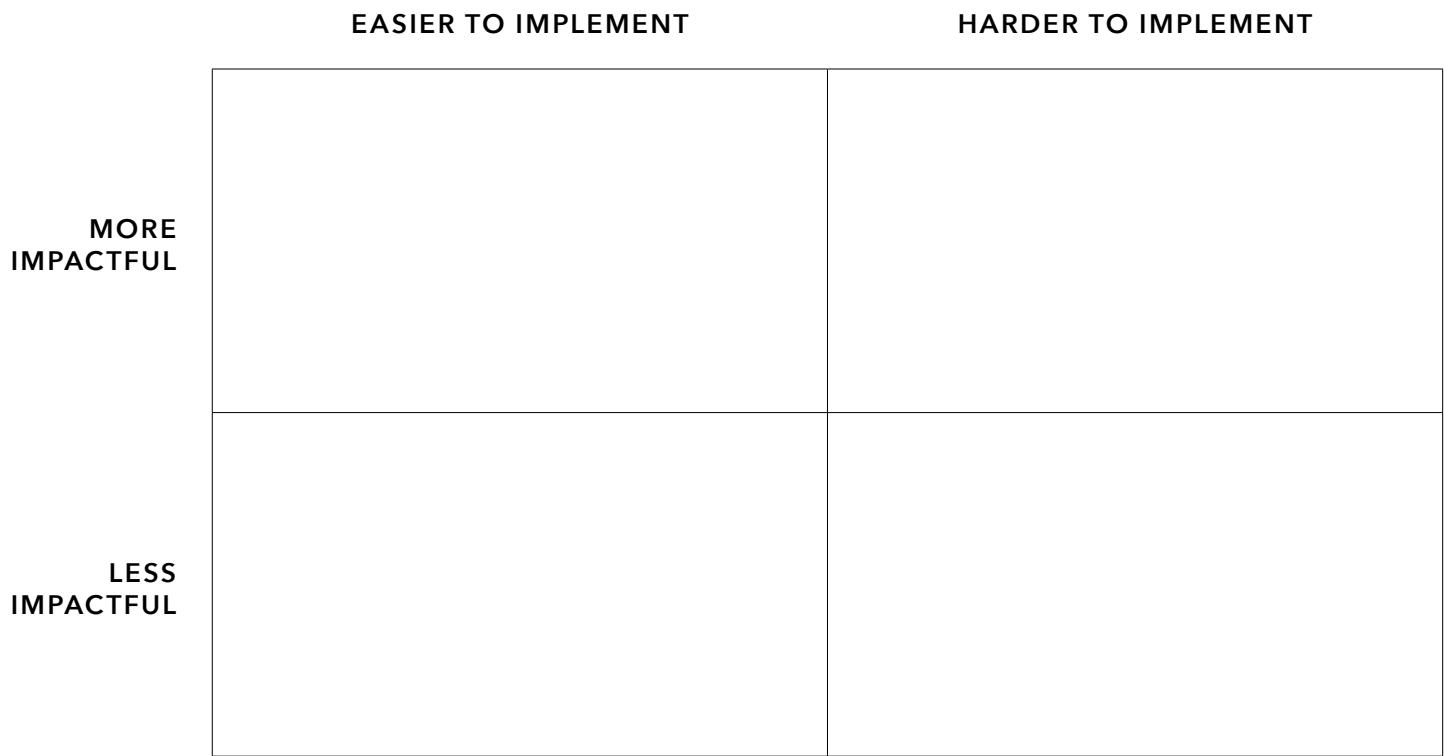
- a. Take a moment to think about your organization, who you serve, and which ideas might be most effective for that population.
- b. Have a method to pare down to a few ideas you want to implement (no more than four), such as:
 - Each person votes for two
 - Each person makes the case for an idea, with choice by consensus
- c. Select no more than four ideas to implement



Once you have selected up to four activity ideas to implement, use **Tool 3: Implementation Plan Outline** to identify measurable outcomes associated with each activity and outline an implementation plan.

TOOL 2: EFFORT AND IMPACT MATRIX

Effort and impact matrix



Ideas to Implement

From the Matrix above, select up to four ideas for implementation.

Idea 1

Idea 2

Idea 3

Idea 4