

	<b>Low cost</b>	<b>High cost</b>
<b>High Impact</b>	<i>Quick wins. Prioritise these now.</i>	<i>Long-term projects. Plan and budget carefully.</i>
<b>Low Impact</b>	<i>Low risk experiments. Test if we have time.</i>	<i>Avoid. Low value, high drain.</i>