PRIORITIZATION

Method #1: Rating Using Symbols

How closely related is that option to the issue?

- **Very Strongly Related: “WIN”**
  - [●]

- **Strongly Related: “PLACE”**
  - [〇]

- **Mildly Related: “SHOW”**
  - [△]

Suggested Levels for Weighting:

- X 9.5.3
- X 3.2.1
- X 5.3.1
Method #2: Four Quadrant Prioritization

Use the following diagram to place items according to their impact and effort. Items that are both high impact and easy to do will be those you implement first, while those that are difficult and low impact you won’t implement at all.

- **High Impact, Difficult:** “D” Priority, Don’t Bother
- **High Impact, Easy:** “A” Priority, Low-Hanging Fruit
- **Low Impact, Difficult:** “B” Priority, Worth the Work
- **Low Impact, Easy:** “C” Priority, Quick Hits
Prioritization Process

When it works:

1) There are many solutions/ideas that need to be evaluated by many criteria.

2) Those involved in the implementation of the solution are able to generate and rank the criteria.

3) Those involved in solution implementation are able to participate in the evaluation process.

4) One solution does not stand out as obviously superior.

5) There is little numerical data to support the choice of one solution over the others.

6) There are people with “expert” knowledge that are able to evaluate the solutions based on the criteria generated.

When it fails:

1) The group dynamics are not comfortable or open.

2) Those involved in evaluating and ranking the options/solutions have not been involved in generating the criteria.

3) Those involved with implementing the solution have not participated in the evaluation process.

4) There is not time to evaluate every solution by every criterion.

5) One solution is obviously better than others.