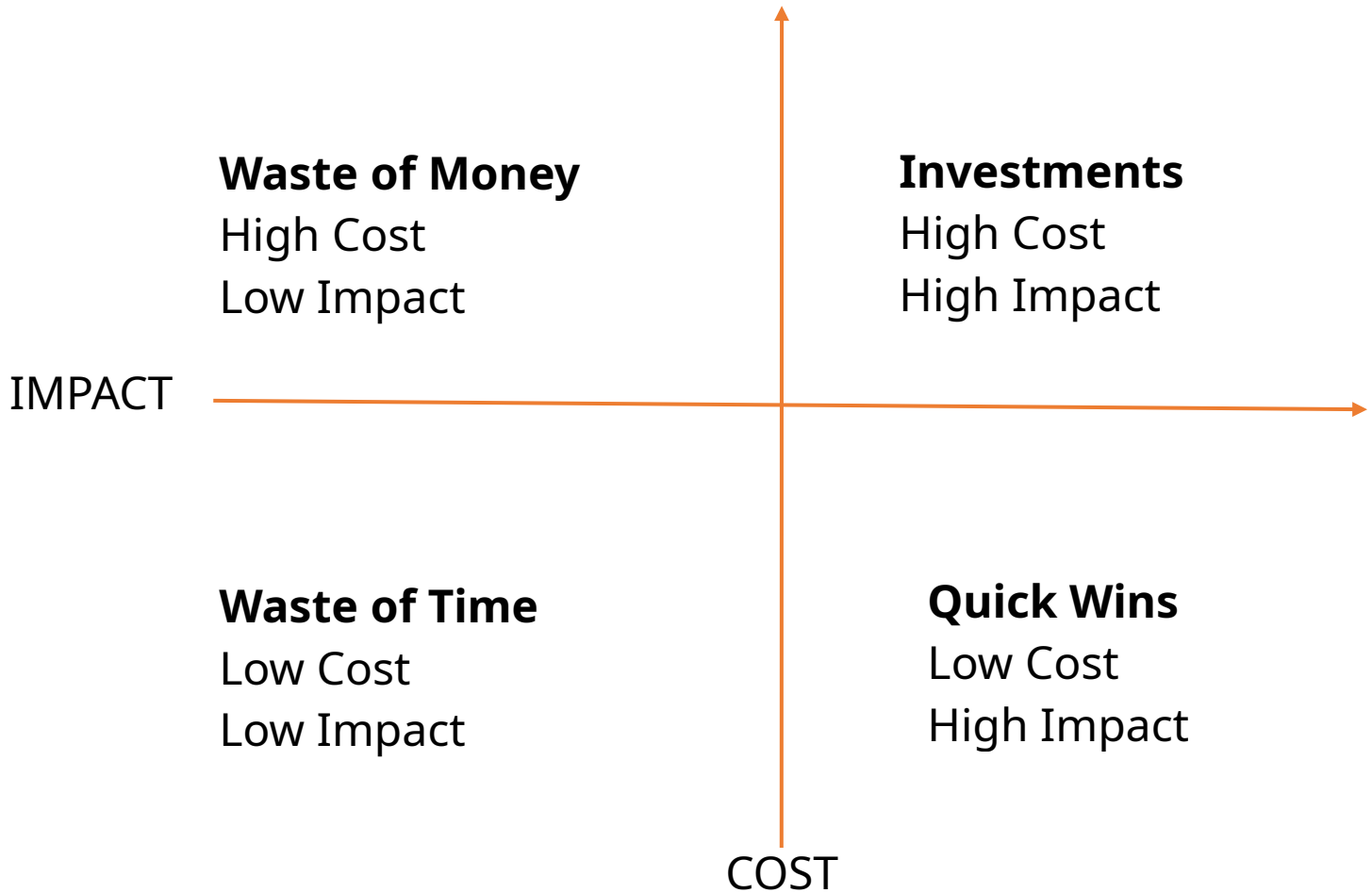


Impact Matrix



List your top 5-10 projects (rank from what you spend the majority of your time versus least of your time).

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

IMPACT on delivering business strategy, values, brand, financial targets

COST Count \$\$ and Resources

Define HIGH COST as > _____