

# **Impact Matrix**

### **Waste of Money**

High Cost Low Impact

#### **Investments**

High Cost High Impact

**IMPACT** 

#### **Waste of Time**

Low Cost Low Impact

## **Quick Wins**

Low Cost High Impact

**COST** 

List your top 5-10 versus least of yo	•	you spend the majority of your time
1	6	
2	7	
3	8	
4	9	
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IMPACT on delivering business strategy, values, brand, financial targets COST Count \$\$ and Resources

Define HIGH COST as >\_\_\_\_\_