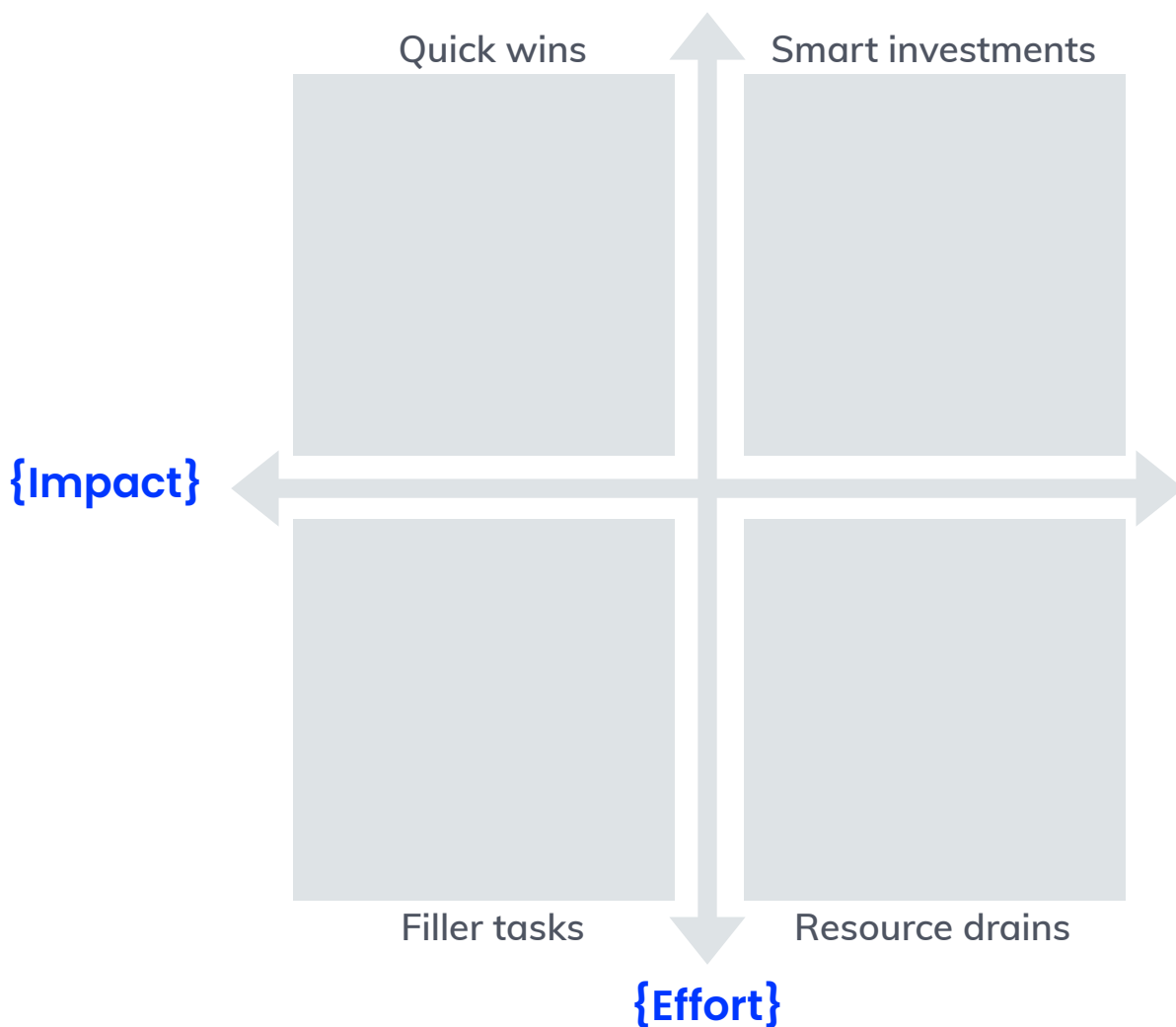


# Impact vs. effort matrix



## How to prioritize opportunities



### Guide:

- **Quick wins:** Easy to do, big results. Start here.
- **Strategic investments:** Worth the effort, but plan carefully.
- **Filler tasks:** Low value. Do only if time allows.
- **Resource drains:** Rethink or avoid.

Tip: Agree on what “impact” and “effort” mean for your context before you start.