

High

Quick Ideas

HIGH IMPACT/LOW EFFORT

These ideas make the biggest impact without much effort. Make these ideas blossom more often than others.

Major Ideas

HIGH IMPACT/HIGH EFFORT

These ideas make a big impact, but they are time-consuming. Be careful that your major ideas don't overrun quick ideas.

IMPACT

IDEA PRIORITY MATRIX

Fill-in Ideas

LOW IMPACT, LOW EFFORT

These ideas shouldn't cause you a lot of stress because they're for you to do in your spare time. Feel free to drop or delegate them.

Thankless Ideas

LOW IMPACT, HIGH EFFORT

These ideas cause you to spin your wheels because they offer no return. Try to steer clear of these type of ideas at all cost.

Low

Low

EFFORT

High