# **2x2 Prioritization Matrix Tool**

***Adapted from George Washington University’s Strategic Management & Performance Systems Certificate Program, 2019***

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| **How to use this template** |
| **Why use it?**  To help select strategic initiatives/issues that, through implementation, will help achieve impact/strategic results.  **Instructions:**  Team manager can use a three-step process (Compiling-Evaluating-Prioritizing) to facilitate group discussions. After a candidate list of issues/initiatives is defined, team members may use the prioritization technique (e.g. 2x2 matrix) to select the “vital few” issues/initiatives for implementation. |

**PRIORITIZATION QUESTIONS/TIPS**

* Does this issue/initiative contribute in a significant way to the achievement of a strategic objective?
* Does this issue/initiative require significant “cross functional” support and therefore should be managed at a higher level?
* Does addressing this issue contribute to more than one objective?

*(If an issue can contribute to more than one objective, that is a great use of resources and system thinking.)*

* Does this issue/initiative have great potential for return on investment or impact?
* Does this issue/initiative have great benefits to clientele?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **High Impact, High Feasibility** | | |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  | 10 | **High Feasibility, Low Impact** | | |
|  |  |  |  |  |  |  |  |  |  | 9 |  |  |  |
|  |  |  |  |  |  |  |  |  |  | 8 |  |  |  |
|  |  |  |  |  |  |  |  |  |  | 7 |  |  |  |
|  |  |  |  |  |  |  |  |  |  | 6 |  |  |  |
|  |  |  |  |  |  |  |  |  |  | 5 |  |  |  |
|  |  |  |  |  |  |  |  |  |  | 4 |  |  |  |
|  |  |  |  |  |  |  |  |  |  | 3 |  |  |  |
|  |  |  |  |  |  |  |  |  |  | 2 |  |  |  |
|  |  |  |  |  |  |  |  |  |  | 1 |  |  |  |
| 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |  |  |  |  |
| **High Impact, Low Feasibility** | | |  |  |  |  |  |  | **Low Impact, Low Feasibility** | | |  |  |

When running a 2x2 prioritization matrix as a team, individuals can assign ranks (1-10) for both Impact and Feasibility. Average the scores for each and plot each issue on a chart like the one above.

**Sample 2x2 Prioritization Matrix for Natural Resource Issues**

**Individual Scores**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Issue** | **Impact - Person 1** | **Impact - Person 2** | **Impact - Person 3** | **Average** |
| Wildfire mitigation | 10 | 7 | 5 | 7 |
| Backyard bird ID | 6 | 3 | 4 | 4 |
| Sustainable energy | 10 | 5 | 4 | 6 |
| Drought planning | 10 | 8 | 5 | 8 |
|  |  |  |  |  |
| **Issue** | **Feasibility - Person 1** | **Feasibility - Person 2** | **Feasibility - Person 3** | **Average** |
| Wildfire mitigation (WM) | 1 | 7 | 8 | 5 |
| Backyard bird ID (BBID) | 6 | 8 | 10 | 8 |
| Sustainable energy (SE) | 5 | 5 | 7 | 6 |
| Drought planning (DP) | 1 | 5 | 9 | 5 |

**Resulting Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | High Impact, High Feasibility | | | |  |  |  | High Impact, Low Feasibility | | | |
|  | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |  |
| 10 |  |  |  |  |  |  |  |  |  |  |  |
| 9 |  |  |  |  |  |  |  |  |  |  |  |
| 8 |  |  |  |  |  | DP |  |  |  |  |  |
| 7 |  |  |  |  |  | WM |  |  |  |  |  |
| 6 |  |  |  |  | SE |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |  |  |  |  |  |
| 4 |  |  | BBID |  |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |  |  |  |  |
| 1 |  |  |  |  |  |  |  |  |  |  |  |
|  | Low Impact, High Feasibility | | | |  |  |  | Low Impact, Low Feasibility | | | |