**2x2 Prioritization Matrix** (From LBL Strategies)

Instructions:

Each member of a group ranks a list issues 1-10 according to perceived “strategic impact” and 1-10 according to perceived feasibility to implement. Use the average scores for impact (y-axis) and feasibility (x-axis) to place issues on the matrix below. Discuss implications.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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** | | |