Growth Performance

PRIORITISATION TOOL

Action Priority Matrix

Map tasks and projects by the effort they require against the impact they deliver. The quadrant tells you what to prioritise, what to plan, what to fill gaps with, and what to stop doing entirely.

How to use this matrix: Rate each task or initiative on two dimensions: the effort required (time, energy, complexity) and the impact it delivers (results, value, progress). Plot each item into the appropriate quadrant. Quick Wins are your starting point: high impact, low effort. Major Projects get scheduled with protected time. Fill-Ins go in the gaps. Thankless Tasks get dropped, delegated, or challenged. If most of your list falls in Thankless Tasks, that is a workload conversation worth having.

QUICK WINS

High Impact, Low Effort

Do these first. Maximum return for minimum investment. Protect this quadrant from being crowded out by busywork.

MAJOR PROJECTS

High Impact, High Effort

Plan and protect time for these. They will not happen without deliberate scheduling. Break them into milestones.

FILL-INS

Low Impact, Low Effort

Do these when you have spare capacity or low-energy periods. Do not let them crowd out Quick Wins or Major Projects.

THANKLESS TASKS

Low Impact, High Effort

Avoid, delegate, or challenge these. High effort for low return is an investment you cannot afford to keep making.

DECISIONS FROM THIS MATRIX

WHAT WILL I START ON TODAY? (QUICK WINS FIRST)

WHAT MAJOR PROJECT WILL I SCHEDULE PROTECTED TIME FOR THIS WEEK?

WHAT IS IN THANKLESS TASKS THAT I AM GOING TO STOP, DELEGATE, OR PUSH BACK ON?

Want help putting this into practice?

Growth Performance builds the human advantage in an AI-driven world, with people, teams and leaders.

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