IMPACT-FEASIBILITY MATRIX
Preparation & Instructions

Description

The impact-feasiblity matrix helps teams prioritize and ultimately decide which ideas/projects are worth moving forward, on what timeline and with what effort. By mapping ideas according to how much they are in line with and can achieve set goals (impact) and whether current organizational resources can support them (feasibility), teams can sort ideas between: quick wins, major projects, busy work and resource drains. In short, the matrix can help teams prioritize projects/tasks, maximize efficiency and impact and align goals by visualizing how specific tasks or projects advance the set goals.

Impact regards measuring the degree to which a suggestion makes attaining a specific goal possible. Feasibility involves measuring the degree to which an action is possible based on an assessment of resources.

How to conduct

Duration: 60 min

Resources:
- Potential solutions and ideas to be evaluated

Material: Pens, post-its

Participants: 3-15

Instructions:
1. If no ideas were developed previously and are brought into the exercise, brainstorm ideas/projects or share tasks that advance your previously agreed upon goals (often based on criteria set in previous brainstorming sessions or by project agreements etc.). Write each idea on a separate post-it note.
2. Plot these ideas/projects/tasks on one of the 4 quadrants of the matrix. The higher the estimated impact the closer to the ends of the y-axis it should be plotted. The higher the estimated feasibility the closer to the ends of the x-axis it should be plotted.
3. Analyze the results. Ideas with high impact and high feasibility are "quick wins" or so-called "low hanging fruit". Ideas with high feasibility but low impact can be considered "busy work". Ideas that are high impact but with low feasibility are often "major projects" meaning they need substantial new investment (coming at a cost) but could yield big results toward goal attainment. Ideas that are low impact and low feasibility should be avoided and are considered a "resource drain".
4. Having plotted the ideas, the team can now prioritize them and create an action plan based on the results. The activity helps the team determine which actions should be given the most time and resources in the future.

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