

Setting priorities



What is this?

When a sprint has successfully created lots of ideas to take through to activation, the challenge can be working out which ideas to prioritise for launch. This tool helps groups establish a priority order.

How it works

Step 1

On a board for all the group to see, draw a vertical axis representing urgent/non-urgent. On the horizontal axis, mark important and not important yet.

Step 2

Set the time period – it could be a day or even a year and put each idea in their appropriate place on the matrix.

Step 3

Ideas that are important and urgent, need prioritising.

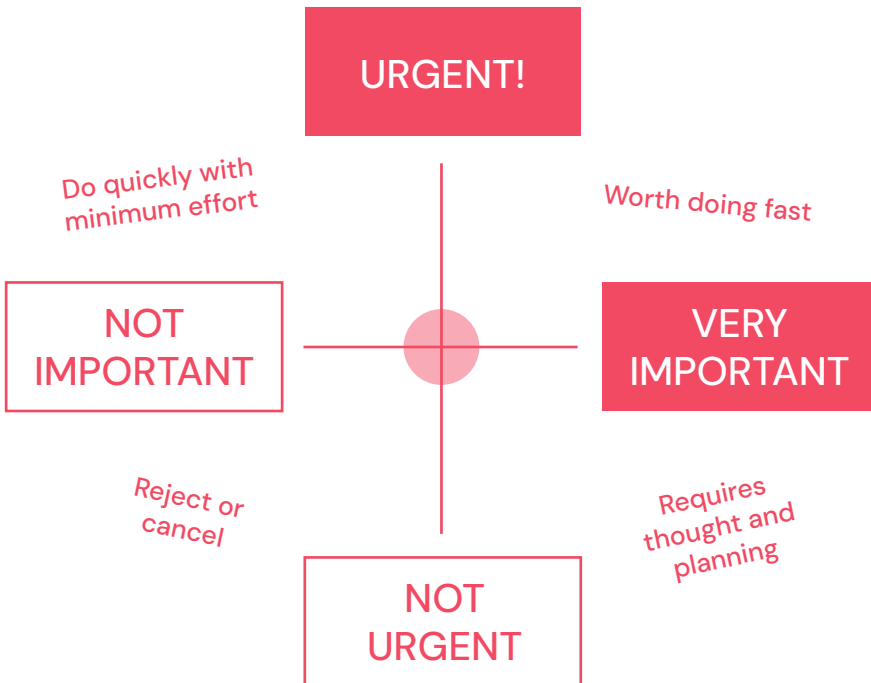
Ideas that are important but not urgent need a plan putting in place about how the group is going to achieve it and when.

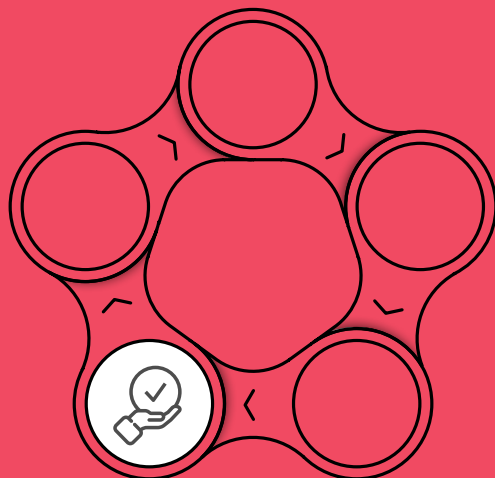
Ideas that are urgent but not important need either delegating or doing but with minimal effort

Ideas that are not urgent and not important should be questioned. Are they worth doing at all?

Why it works

Activating ideas can involve a lot of people and a lot of different tasks. Knowing which idea takes priority is key to meeting your deadlines.





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