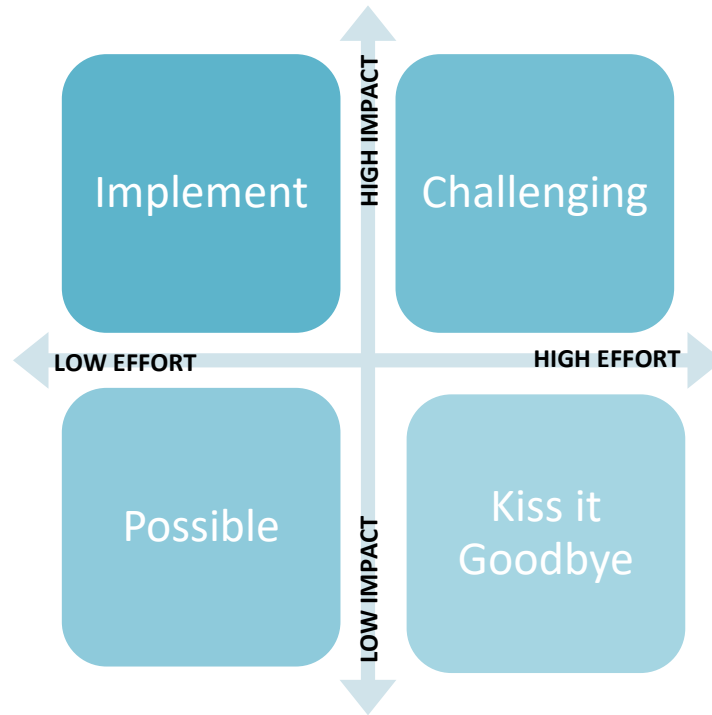# Impact/Effort Matrix

Designed by Bjørn Andersen, Tom Fagerhaug, and Marti Beltz, this tool is used after a brainstorm to decide which of many solutions to implement. This helps a group focus on ideas that are the most manageable to implement and have the largest impact on solving your problem.

	HIGH IMPACT	
Implement		**Challenging**
LOW EFFORT		HIGH EFFORT
Possible	LOW IMPACT	**Kiss it Goodbye**

Facilitating Prioritization

While the goal of brainstorming is to rapidly generate as many ideas as possible, at this step of problem solving it is ideal to only prioritize ideas that the team has identified as likely worth implementing. You can narrow down the pool of ideas by using Dotmocracy or other voting mechanisms.

While prioritizing your top solutions on a PICK Chart, FC Lean recommends asking the group to determine its ranking **silently**. As the facilitator, you will guide the group through this ranking, one axis at a time.

👍 **High Impact**	👍 **High Effort**
👎 **Low Impact**	👎 **Low Effort**

Other Axis Options

- Complexity
- Small, Medium, Large
- Hours Required
- Financial ROI