



# Impact vs Effort Canvas

Evaluate ideas and projects based upon the effort required and the potential impact in order to choose the best ones.



Takes 1 hour to complete



For individuals or teams



Can be worked on at the same time or separately



Can be done remotely or in-person

**Welcome to the Impact vs Effort Matrix, this tool helps you to generate ideas and examine them. In this decision-making exercise, possible actions are mapped based on two factors: the effort required to implement and the potential impact.**

Some ideas are costly but may have bigger benefits in the long run compared to short-term actions. Categorising ideas along these lines is a useful technique in decision making, as it makes people think carefully and weigh up the suggested actions before choosing them.

Please read the instructions fully and familiarise yourself with both Miro and Canvas before beginning the exercise. If you're new to Miro you might want to read the beginners guide:

<https://help.miro.com/hc/en-us/categories/360001415214-Getting-Started>

## Getting started

This tool can be run in person or remotely via video call. The exercise should take up to 30 minutes depending on the complexity of the goal and can be easily repeated by rewriting the question in Step 1 or exploring another goal.

### Step 1:

Given a specific goal, a group may have a number of ideas for how to achieve it. To open the exercise, frame the goal in terms of a **“What to do”** or **“What we need”** question. This may sound as simple as **“What do we need to reach our goal?”**

Ask the group to generate ideas individually on sticky notes on the individual Working Spaces. Make sure you use differently coloured sticky notes for different team members.



## Step 2:

Ask participants to present their ideas back to the group by placing them within the Impact vs Effort Matrix matrix:

1. Impact: The potential payoff of the action, vs.
2. Effort: The cost of taking the action

As participants place their ideas into the matrix, the group should openly discuss the position of the elements. It is not uncommon for an idea to be bolstered by the group and to move up in potential impact or down in effort.