Cheat Sheet

How To Create Your Impact/Ease Grid

Full article:
http://www.marketingforowners.com/impactease-grid-will-multiply-profits/

1. List Projects/Tasks & Score Each Item

Impact & Ease Worksheet

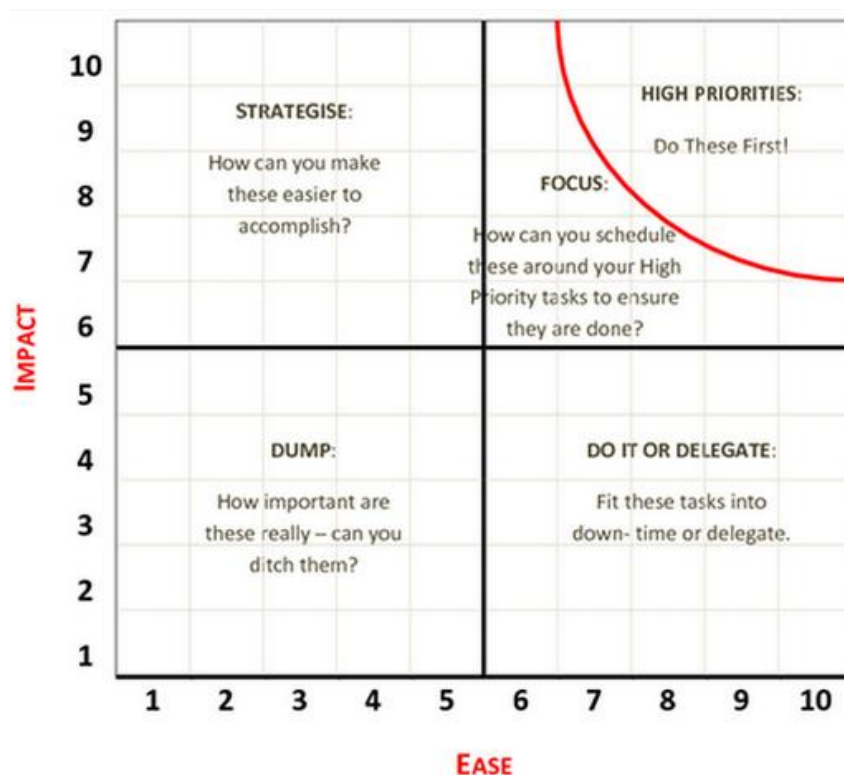| Task No	Focus areas / tasks	Impact	Ease
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			

- **Make a list of things you need to do** (focus areas and tasks)

- **'Impact' Column:**

  - Which item will result in the **highest pay-off for your business? Put a '10'** beside it

  - Which item will be the **least impactful? Put a '1' beside it**

  - Using the '10' and '1' as a guide from highest to lowest impact, **assign each of the remaining items a number**

    - Note: You may wind up with several items with the same 'impact number' e.g. multiple 3s, 8s, and 6s

- **'Ease' Column:**

  - **A high ease item (10) requires a low amount of effort, money, and/or time**

  - **Repeat the numbering process**, only this time the easiest item is a 10 and the most difficult is a 1

2. Plot The Impact / Ease Graph

- **Download this free graph worksheet** or;

- **Plot a line graph** like the one shown below

  - Add the numbers 1-10 going up the vertical axis on the left and across the horizontal axis at the bottom; Impact goes vertically, Ease goes horizontally

  - Draw lines to split your graph in half horizontally and vertically at the 5 marks to make four smaller squares (your impact/ease quadrants)

- **Enter each item on the chart according to their Impact and Ease numbers**

The Impact / Ease Grid And The Four Quandrants

3. Interpreting The Results Of Your Impact Ease Grid

- **First Priorities (upper right):**

  - **Quick wins!** These items are high in impact and relatively easy

  - **Start these immediately**

- **Strategise (upper left):**

  - High-impact items that have a higher level of difficulty

  - Devise a strategy to get these done

    - **Find a way to make the task easier**

- **Delegate (lower right):**

  - Lower-impact items that are relatively easy

  - Assign them to someone else or use non-priority time to complete them

- **Dump (lower left):**

  - Low impact and low ease

  - **Determine whether you can remove them** from the to-do list altogether

To find out how to create a grid with the premium product, PrioritEase, **see the full article here**.