



Value Effort Grid

A Value-effort grid is also known as a decision matrix because it does just that: helps you make a decision. It forces you to consider the value of the activities or tasks that you've made a list of.

The principle behind using the tool is that you score each activity you want to complete on two scales – firstly on the impact the activity will have, and secondly on the effort involved.

By plotting each activity on the Action Priority Matrix using these scores, you can quickly see the projects that give you the greatest returns on your efforts; and adopt the most appropriate approach for that type of activity:

To use the Action Priority Matrix, follow these steps:

1. List the activities that you'd like to complete;
2. Score them on impact (from, say, 0 for no impact to 10 for maximum impact) and on effort involved (from 0, say, for no real effort to 10 for a very major effort);

IDEA	IMPACT	EFFORT

3. Draw the value-effort grid on butcher's paper or a whiteboard.
4. Rate the value of implementing the idea on the vertical axis. Value is defined as a combination of both social and financial value. For example, how well does it your mission/purpose (social value) and how sustainable could it be as a business (financial value)? Do this for each idea.
5. Then rate the effort of implementing the idea on the horizontal axis. That is, what resources, time, money, political will, energy and so on are needed to get the enterprise started or to make it financially viable? Do this for each idea.



With all other considerations being equal, you are looking for enterprise ideas that fall into the A quadrant (low hanging fruit). At first glance, an idea may fall outside the A quadrant, but with a little tweaking, it may become more feasible, while fulfilling the primary purpose.

