

# Action Impact grid



The Action Impact grid is a simple technique that helps you choose which activities to prioritise (and which ones you should drop) if you want to make the most of your time and opportunities. It's useful because most of us have many more activities on our "wish lists" – whether these are bright ideas to pursue, exciting opportunities or interesting possibilities – than we have time available.

By choosing activities intelligently, you can make the very most of your time and opportunities. However by choosing badly, you can quickly bog yourself down in low-yield, time-consuming projects that close down opportunities and stop you moving forwards.

## What to do

Think about the things that will help you increase your contribution and profile within your organisation and plot on the graph tasks that will generate the best outputs from putting in effort.

- Remember to think beyond the short term - you will need to take action that has immediate impact and longer term sustainability.
- Think of the value you want to provide your customers - what type of activities is it worth you putting in effort to help you get maximum reward.
- Identify 3 new actions you plan to take that will help you get most reward from your effort.

**"Continuous effort - not strength or intelligence - is the key to unlocking our potential."  
Winston Churchill**

