



## I-E (Impact-Ease) Grid

### What is it?

A prioritization method used to evaluate a set of options in terms of their:

- ♦ IMPACT, or pay-off likely to result from pursuing each option, and the
- ♦ EASE with which each option could be accomplished, in terms of an investment in time, money, or effort.

This approach is especially effective at helping distinguish between short-term and long-term solution options or improvement projects. Up to 18 options (A-R) can be evaluated using the worksheet provided.

### How do I use it?

- 1 Describe the situation that requires prioritization, i.e., describe whether you are prioritizing solution options, improvement or capital investment projects, problems, etc.
- 2 Clarify [decision rights](#) and allow 30-50 minutes if options have already been identified.

- 3 List up to 18 options (A-R) to prioritize. These could be possible actions, solutions, process improvement ideas, problems or projects, investment options, etc.

**POINTER:** To generate options, use [Brainstorming](#) or other methods from [Chapter 4: Making Ideas](#).



If you have considerably more than 18 options, narrow the list first by [Multi-voting](#).

<ol style="list-style-type: none"> <li>2 Rate each option in terms of its <b>Impact</b>, or the benefit of doing it:   <i>H=High</i>  <i>M=Medium</i>  <i>L=Low</i> </li> </ol>	Rate each option in terms of how <b>Easy</b> it would be to pursue in terms of time, money, or effort:  <i>1=Hard</i> <i>2=Medium</i> <i>3=Easy</i>
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**HINT:** If the evaluation of Impact and Ease will be based primarily on financials, define H,M, L in specific dollar amounts. For example:

High Impact = > \$100,000

Medium = \$20,000 to \$100,000

Low = < \$20,000



Make sure you evaluate and rate options **RELATIVE** to one another. There is no specific number of H, M, or Ls or 1, 2, or 3s required, but you should aim for a roughly equal distribution of ratings. If need be, you can divide the options into equal thirds.



**HINT:** Wherever possible, use actual data to evaluate Impact (the projected savings, increase in revenues, estimated Return on Investment) and Ease (the level of cost, time, or effort).

- 5 Plot options (A-R) on the 3x3 grid according to their Impact and Ease ratings.

- 6 Determine the best options to pursue:



***BEST OPTIONS** = those in the upper right, with High **IMPACT** and **EASY***

*Possible **SHORT-term** options are any in the middle row of the right two columns with Ease = 2 or 3*

*Possible **LONGer-term** options are any in the top row with Impact = H*

The next two pages contain a completed example and a blank worksheet of the Impact-Ease Grid.



# IMPACT-EASE GRID

2 Roles

1 Situation: Prioritize efforts to improve my daughter's basketball team Scribe: \_\_\_\_\_ Facilitator: \_\_\_\_\_  
 Date: \_\_\_\_\_ Participants: \_\_\_\_\_ Timekeeper: \_\_\_\_\_

3 List as many <b>OPTIONS</b> as possible <i>(actions, ideas, problems, projects or solutions)</i>	4 RATE	
	Impact (H,M,L)	Ease (1,2,3)
A. Passing	H	3
B. Dribbling	M	2
C. Shooting	H	2
D. Defense	H	3
E. Rebounding	M	3
F. Offensive plays	M	2
G. Out of bounds plays	M	1
H. Read and react to the defense	H	1
I. Screening	L	2
J.		
K.		
L.		
M.		
N.		
O.		
P.		
Q.		
R.		

5 Plot Options on the Grid below

	LONG-TERM OPTIONS		BEST OPTIONS
H (HIGH)	H	C	A D
M (MEDIUM)	G	SHORT-TERM OPTIONS F B	SHORT-TERM OPTIONS E
L (LOW)		I	
	1 = HARD <i>(lots of time, money, or effort)</i>	2 = MEDIUM <i>(some time, money, or effort)</i>	3 = EASY <i>(little time, money, or effort)</i>
	<b>EASE</b>		



# IMPACT-EASE GRID

2 Roles

1 Situation: \_\_\_\_\_ Scribe: \_\_\_\_\_ Facilitator: \_\_\_\_\_  
 Date: \_\_\_\_\_ Participants: \_\_\_\_\_ Timekeeper: \_\_\_\_\_

3 List as many <b>OPTIONS</b> as possible (actions, ideas, problems, projects or solutions)	4 RATE	
	Impact (H,M,L)	Ease (1,2,3)
A.		
B.		
C.		
D.		
E.		
F.		
G.		
H.		
I.		
J.		
K.		
L.		
M.		
N.		
O.		
P.		
Q.		
R.		

5 Plot Options on the Grid below

<b>I M P A C T</b>	H (HIGH)	LONG-TERM OPTIONS	LONG-TERM OPTIONS	BEST OPTIONS
	M (MEDIUM)		SHORT-TERM OPTIONS	SHORT-TERM OPTIONS
	L (LOW)			
		1 = HARD <small>(lots of time, money, or effort)</small>	2 = MEDIUM <small>(some time, money, or effort)</small>	3 = EASY <small>(little time, money, or effort)</small>
		<b>EASE</b>		