**PRIORITY IMPACT AND EFFORT MATRIX – EXAMPLE**

Use this template to prioritize tasks or projects based on their potential impact and required effort,
enabling more efficient resource allocation and decision-making. Blank template on page 2.

QUICK WINS

Low-effort, high-impact tasks that can be completed quickly and yield immediate benefits.

MAJOR PROJECTS

High-impact initiatives that require substantial effort and resources, resulting in significant long-term benefits.

SMALL PROJECTS

Moderate-impact tasks that are relatively easy to implement and contribute to incremental improvements.

TIME WASTERS

Low-impact activities that consume resources without delivering meaningful results.

NOT IMPORTANT

MAJOR PROJECTS

QUICK WINS

* Implement customer referral program.
* Optimize existing social media ad campaigns.
* Conduct energy-efficiency audits at charging stations.
* Expand charging network to cover key highways and cities.
* Develop proprietary EV-fleet management software.
* Establish strategic partnerships with car manufacturers for joint ventures.
* Regularly update blog content with industry news and tips.
* Enhance customer support services for faster issue resolution.
* Conduct customer feedback surveys to identify service improvement areas.

SMALL PROJECTS

* Invest extensive resources in redesigning company logo.
* Engage in unnecessary legal disputes over minor contract disagreements.
* Overcommit resources to maintain seldom-used, older charging stations.

TIME WASTERS

NOT URGENT

IMPORTANT

URGENT

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MAJOR PROJECTS

QUICK WINS

* Quick Win One
* Major Project One
* Small Project One

SMALL PROJECTS

* Time Waster One

TIME WASTERS

URGENT

NOT URGENT

NOT IMPORTANT

IMPORTANT

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