**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11966&utm_source=template-word&utm_medium=content&utm_campaign=Priority+Impact+and+Effort+Matrix+Example-word-11966&lpa=Priority+Impact+and+Effort+Matrix+Example+word+11966)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

PRIORITY IMPACT AND EFFORT MATRIX

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.

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

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |