FREE TEMPLATE · IDEA SCORING METHODS

Impact and Effort Matrix

Place each idea on a two-by-two grid: the value it would bring against the work it would take.

Two by two | Sorted in the room | Minutes, not hours

1 How It Works

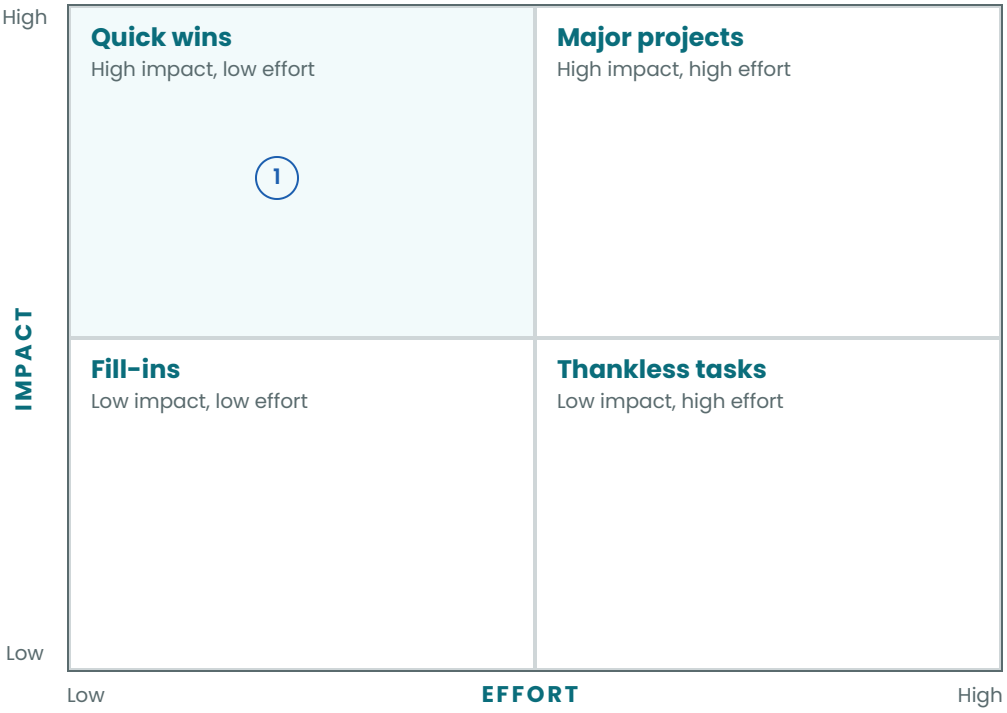
1. Agree what impact and effort mean before anything is placed.
2. Number the ideas in the list beside the grid.
3. Place each number on the grid, together in the room. Where people disagree on a place, mark it with a ring.
4. Read the four corners, then talk about the ringed ideas first.

2 Agree the Two Words First

Impact means (value to whom, by when):

Effort means (whose time, how long):

3 Place Each Idea



1. Online booking for service calls
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

Use it when

A long list from a workshop needs a first sort, in the room and in minutes.

Watch for

People read impact and effort differently, and the grid does not show how sure anyone is.

WHICHEVER METHOD YOU USE

Agree the criteria and the scale before the ideas arrive.

At least three scorers, each alone first. No one scores their own idea.

Where the scores split, the split is the finding: name the assumption and test it.

The score sorts the list. Questions decide each idea: the One-Page Roadmap canvas in this set holds them.

The grid is a common workshop tool with no single author; its corner names vary from team to team. Version 1, November 2026. Free to use and share.