

PRIORITY MATRIX

by Tina Hallis

Are you highly EFFECTIVE by doing the few things that matter most?

Or

Are you highly EFFICIENT at doing things that don't matter at all?"

"Get It Done" by Michael MacKintosh

Pick a topic like how to grow your business, how to improve your marketing, projects you want to tackle, how to build your list, etc. Break your topic down into possible options or ideas to prioritize. These are listed across the top of your matrix. Now consider what's important to you in deciding your priorities. I call these your value categories. Word these as a positive statement. See examples below. List these in the left-hand column.

Now reflect on each value as it relates to one of the priorities and rate it on a scale of 1 to 5 with 1 being low and 5 being high. Add the scores at the bottom.

Here's an example on how to grow a speaking business:

Priorities > Value Categories ∨	Build Social Media Campaign	Create/ update Website	Create Workshop/ Keynote	Write & publish a book	Find and submit speaking proposals
How easy	3	3	4	2	3
How fun	1	2	4	3	1
How impactful	2	3	4	4	5
How inexpensive	3	1	4	2	4
How fast	3	2	2	1	4
Uses your Skills/strengths	1	2	4	3	2
Increases Revenue	2	3	4	3	5
Increases brand awareness	4	5	3	4	3
TOTAL	19	21	29	22	27

A blank matrix for you to fill out.

Priorities >					
Value Categories ∨					
TOTAL SCORE					