

PathStone Group



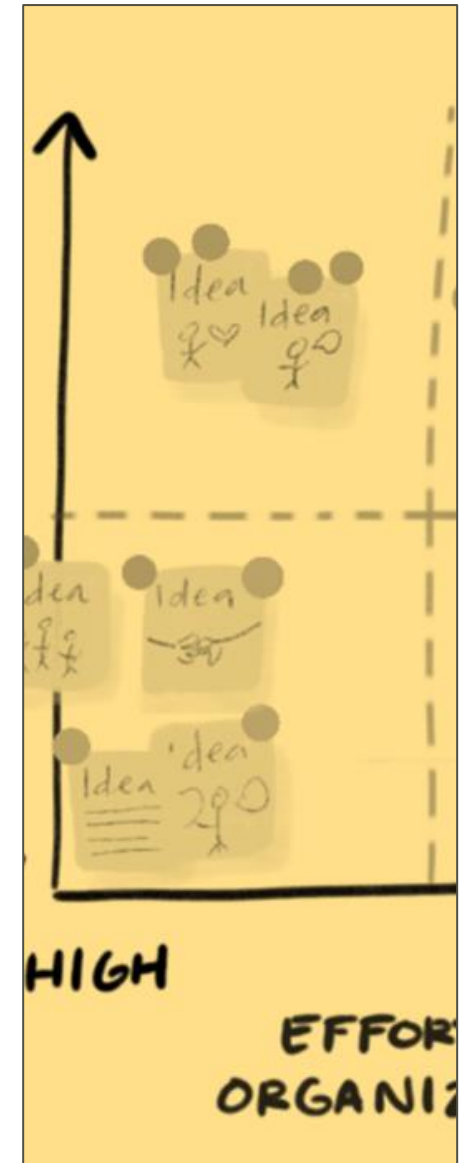
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The Priority Matrix

Agenda

1. The Priority Matrix: What is it ?
2. The Priority Matrix purpose and benefits ?
3. Construction
4. The Four Fields
5. Takeaways

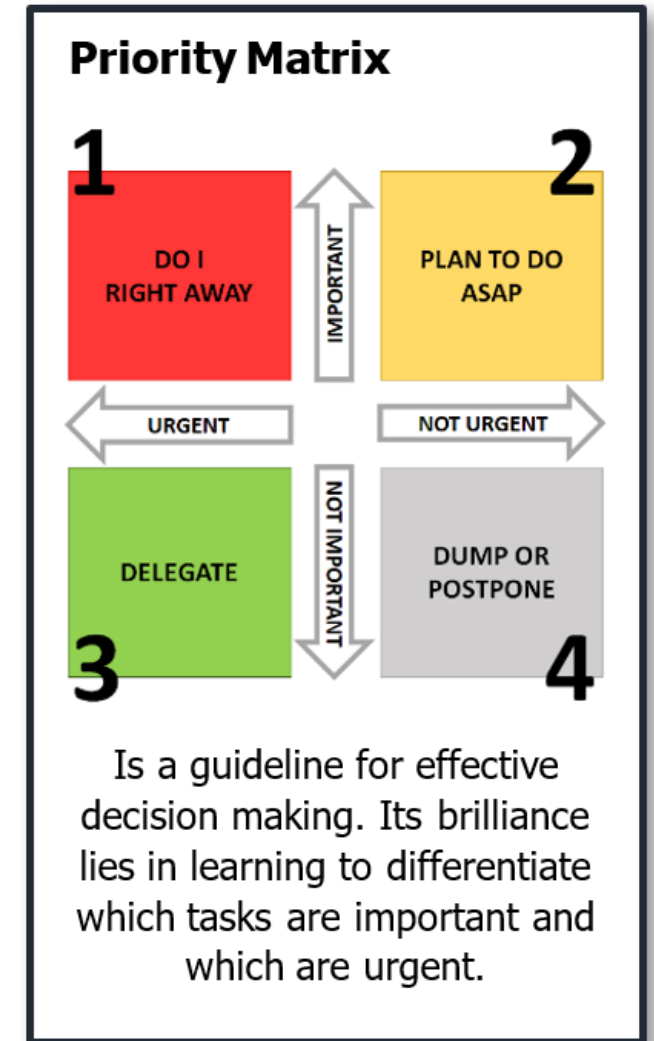


Introduction

What is it ?

Decision makers are required to use prioritization to make effective decisions.

A **Priority Matrix** is a **decision-making method** that allows us to select the most appropriate **alternative** after evaluating **multiple conflicting criteria**.

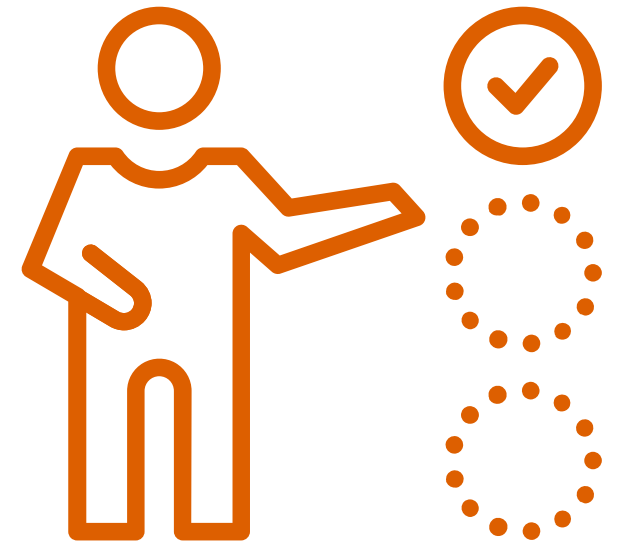


Priority Matrix

Purpose and Benefits:

Helps **reduce options** to the **most effective** and **least costly** among the choices and makes use of time and resources to **focus** on the things that really matter.

In a team-based environment, it allows the **team to agree on the priorities** and **move toward the action** collectively.



Priority Matrix

Construction:

1. Explain the **purpose** of constructing the prioritization matrix.
2. **Identify** and agree on the alternatives that need to be prioritized.
3. Ensure that all agree with the **evaluation criteria** and their weights.
4. Facilitate the prioritization session by allowing each team member to **rank the alternatives** against each criterion from best to worst.

Criteria	Cost	Response time	Quantity	Weighted scores	Rank
↓ Option / Weight →	0.4	0.2	0.3		
Questionnaire	4	1	4	4.8	1
Interview	2	4	1	4.3	2
Observation	3	2	3	3.7	3
Focus group	1	3	2	2.2	4

Prioritization matrix to select the most efficient data collection method.

Priority Matrix

Construction:

5. Collect the team's rank **scores**, average and add them up on one worksheet.
6. Calculate the final **weighted scores** for each alternative.
7. **Sort** the items by their ranks to make them clearer for communication and decision making.

Criteria	Cost effective	Decreased defects	Increased productivity	User friendly		
↓ Options / Weight →	0.85	0.8	1.75	0.6	Weighted scores	Rank
New equipment 1	3	2	2	3	9.45	3
New equipment 2	2	3	3	4	11.75	1
New equipment 3	1	2	4	2	10.65	2
New equipment 4	4	1	1	1	6.55	4

Prioritization matrix to select equipment among 5 alternatives.

Priority Matrix

The Four Fields:

- **Quadrant 1 (Quick Wins):** The must-do engagements and must be tackled right away. The "Quick Wins" improvements that require low investment and potentially great impact to the business and people.
- **Quadrant 2 (Major projects):** These are the engagements without pressing deadlines but are critical to the company success and may require higher investments, time, and formal project management.



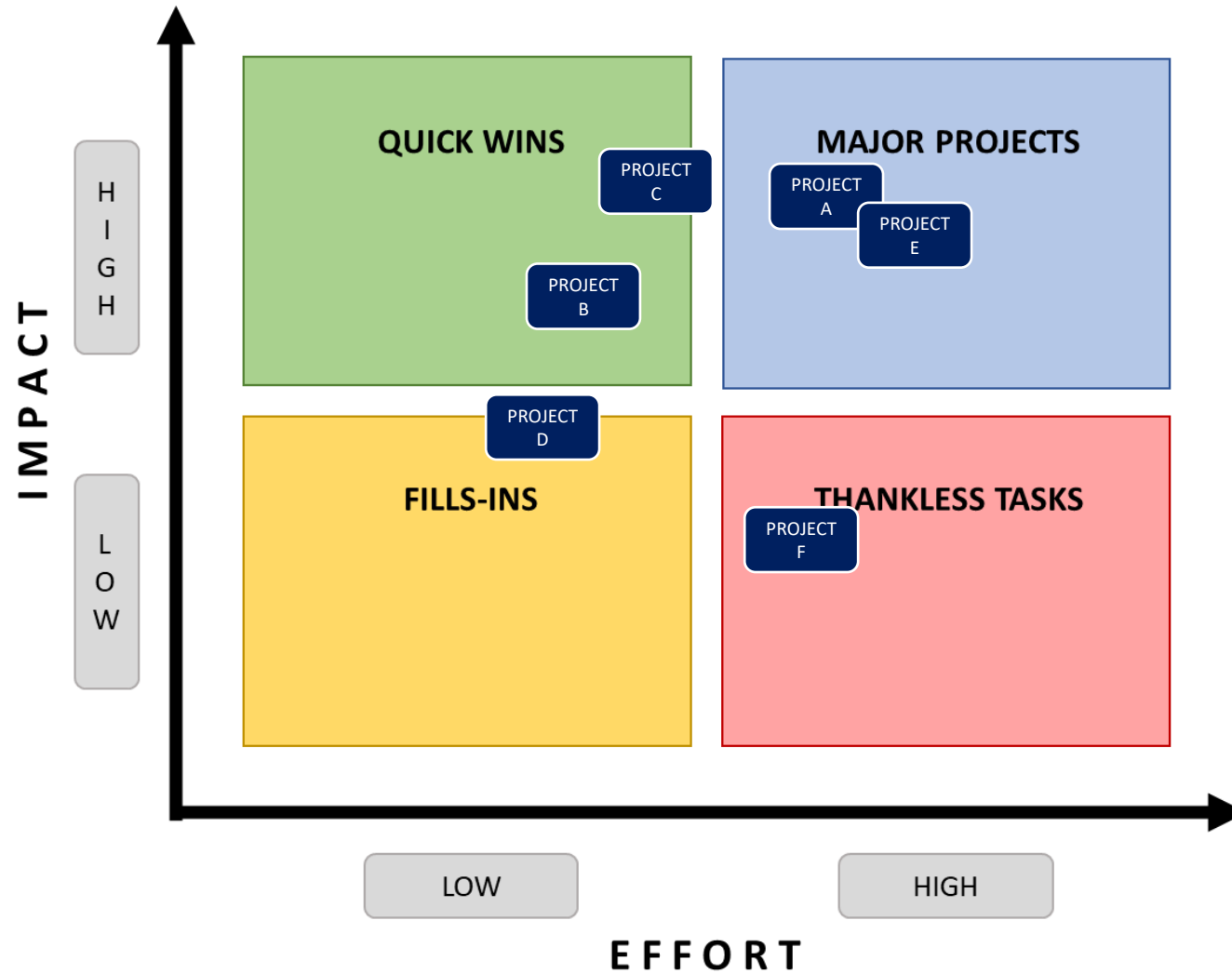
Priority Matrix

The Four Fields:

- **Quadrant 3 (Fills-ins):** Tasks that contribute little to the company end results and are treated as "nice to have". If possible, reject or delegate them.
- **Quadrant 4 (Thankless tasks):** The task that require a higher effort than the benefit they can provide. Should be postponed or just put away to avoid distractions.



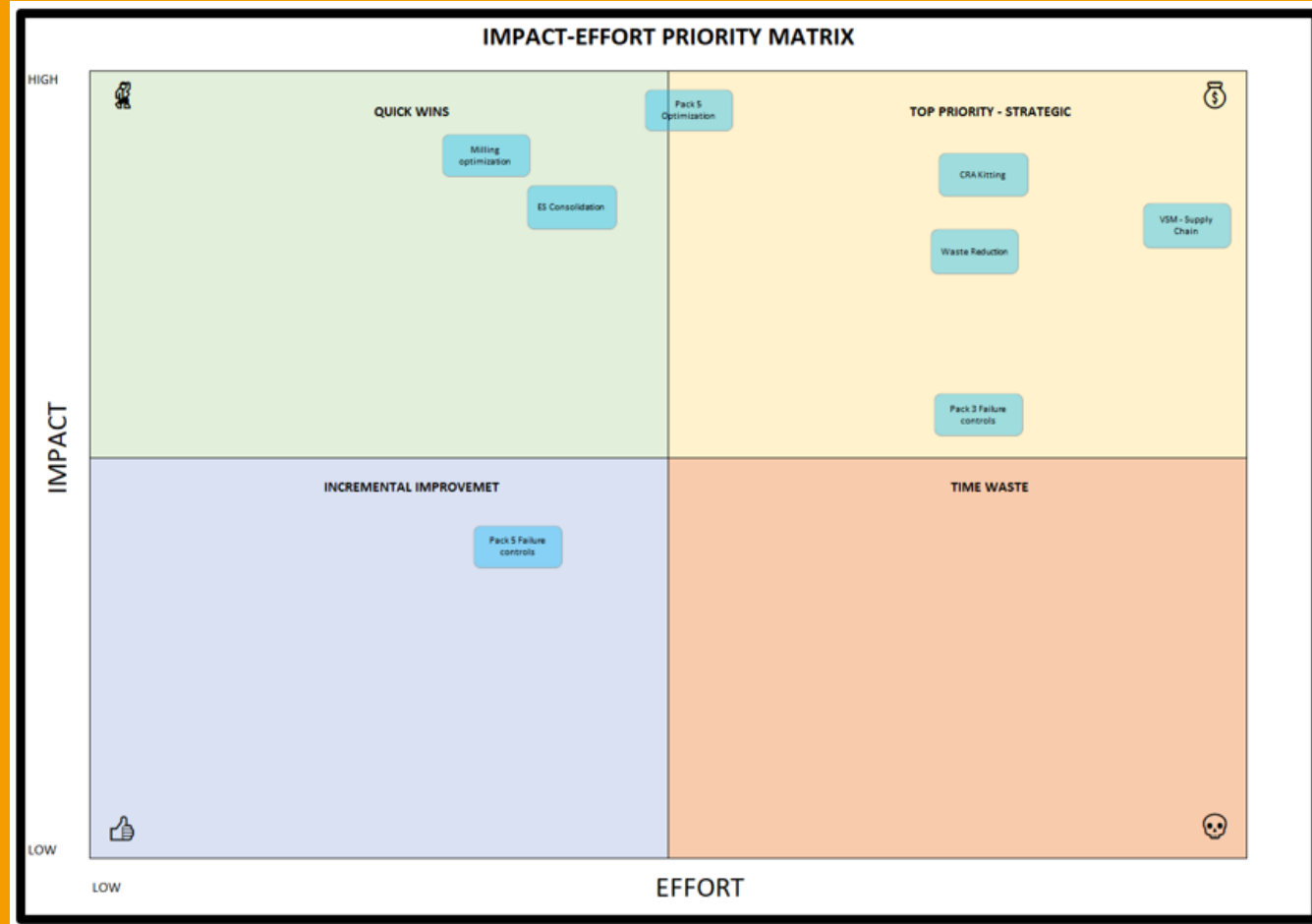
Priority Matrix



TOOLBOX



Priority Matrix



Takeaways

- Use **data**, convert ideas and conversations into **quantitative insights**.
- **Involve the leadership team** to provide direction to focus on the right sweats.
- **Voting** can be an excellent way to mitigate some leaders to dominate the conversations.
- **Do not underestimate the “Fills-in”**, delegate responsibly, even if the impact is low, the project may trigger interesting “lessons learned” conversations.
- Understand the difference between **Important** and **Urgent**.



Thank You



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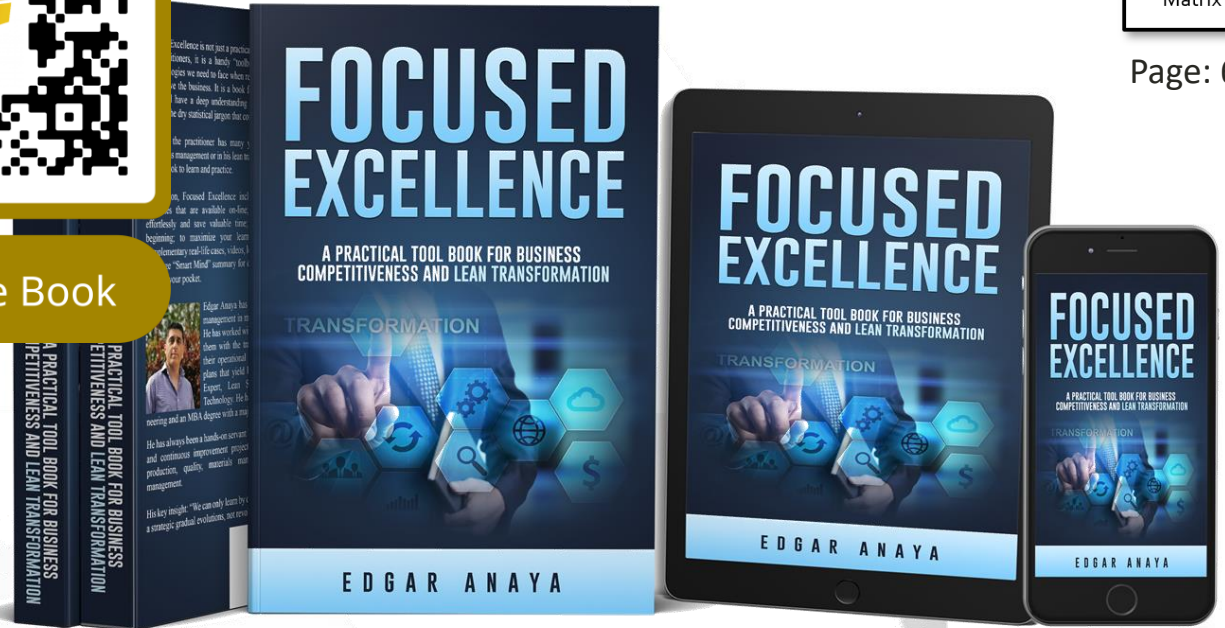
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TOPIC



Priority Matrix

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Reference: Focused Excellence
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A Practical Tool Book for
**Business Competitiveness and
Lean Transformation**