



# Priority Matrix

## ? What is It

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

## 🕒 When

- To **reduce options** for decision-making process.
- Used in the **Define** phase of the **DMAIC** when selecting the most **cost-effective** projects.

## 🎯 Goals

- Reduce **gut-feeling** decisions.
- Support the team by **converting subjective** to a more objective decisions.
- Provide the **leadership team** focus and direction.

## 📊 How

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.
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.



## 👉 Hints

- Use **data**, convert ideas/conversations into **quantitative insights**.
- **Involve the leadership team**.
- **Vote** to mitigate conversation dominance.
- Understand the difference between **Important** and **Urgent**.

## 🗨️ Example

