



## Keep The Lights On: A Simple Way to Prioritize Your Options

Sometimes you need to choose the best options from an entire buffet or list of possibilities.

Here is one way to choose the best, most impactful, most beneficial in the shortest amount of time.

1. Jot down in list form every single idea you have. Don't hold back. There is no idea that is too brilliant, too dumb, too small or too large.
2. Choose two conditions that easily cover your objective. While you can use any two criteria you like, we will use one common combination for this example. The ease to implement and the profit impact on the business. In other words, effort and results.
3. Take every single idea and assign it a value of somewhere between -10 and +10 on the scale of profit generated and assign it a second value of -10 to +10 on the scale of effort. Negative ten is the worst, longest, lowest and positive ten is the ultimate, the most, the highest.
4. Draw a graph. The vertical axis is for the effort. The horizontal axis is for the profit result.

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Relatively Easy to Implement	-10	10
		0
Difficult to Implement		
		-10
	Low \$ Impact on Business	High \$ Impact on Business

5. Plot each of the ideas you came up with on the graph – according to the ranking you gave them.

Relatively Easy to Implement	X  X x x  x	X X X X X
Difficult to Implement	X  X X X	X X X X
	Low Impact on Business	High Impact on Business

- Look at where all the points float on the graph.
- Choose the ones that most closely fit the goal you are trying to attain. Note: this is usually JUST the points that are in the upper right-hand quadrant (these are sometimes known as the low-hanging fruit).

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Choose no more than three to begin and establish the timeframes to which you want them completed. Then only the challenging part remains. Execute, execute, execute.

Relatively Easy to Implement	X  X           x x x x	X  X                   X X X X
Difficult to Implement	X  X X X X	X  X X X X
	Low Impact on Business	High Impact on Business

If you find this 'clear like mud,' give me a call. Happy to explain.