

STRATEGIC IMPACT MATRIX

This tool is great for assessing the relative value of various strategic options. It is useful for facilitating group discussions about alternative strategies. It has two dimensions: ease of implementation and degree of impact. This is a valuable tool for leaders who want to explore various strategic investments.

To use the tool, list the options under consideration and rate each option in terms of impact and ease of implementation. Once each option is rated, place it in the appropriate square.

Tip: Allow time for the group to define what it means by “impact” and “ease of implementation” within the context of the organization. Each organization will bring different nuances of meaning to these terms.

The Impact Matrix

