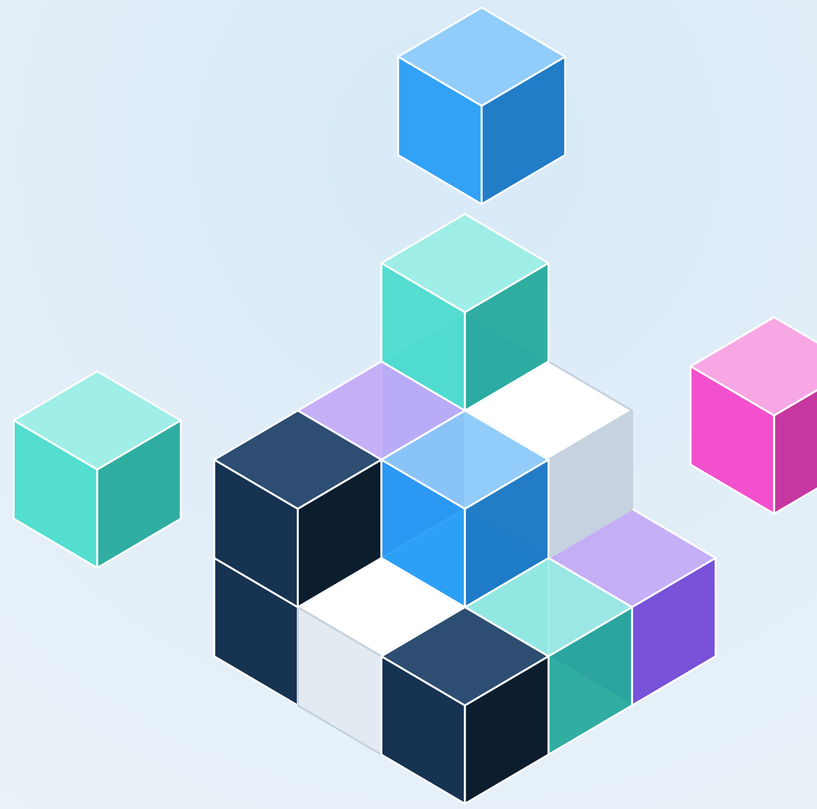
STRATEGY & PERFORMANCE

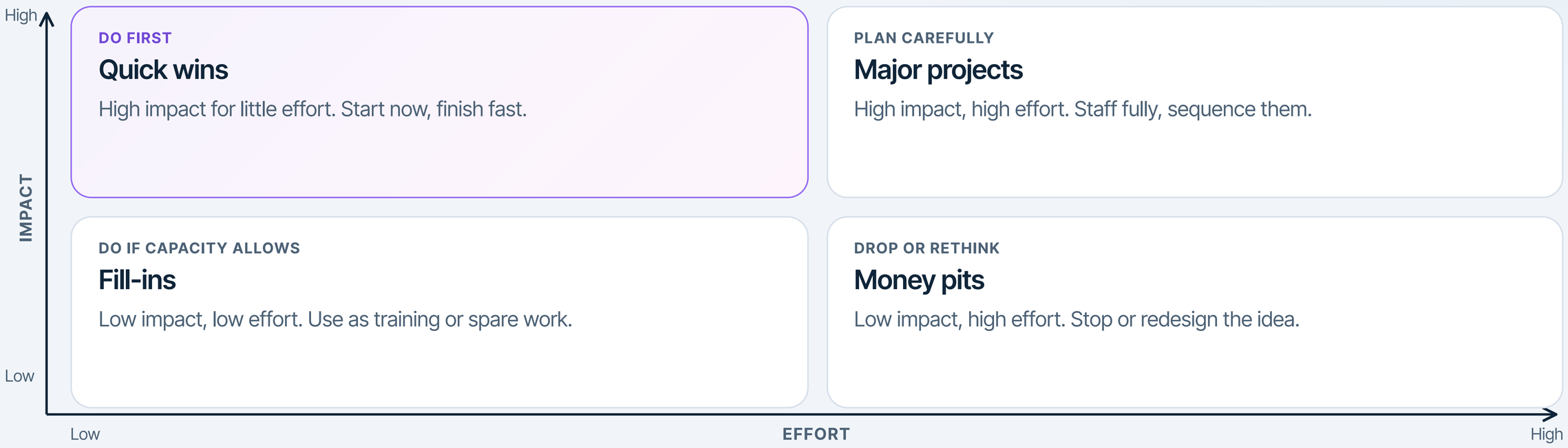
Portfolio Prioritization Matrix



A portfolio prioritization matrix scores candidate projects on impact and effort, after screening for strategic fit, and starts only what the organization has capacity to deliver.

01 THE CORE MODEL

2 × 2 MATRIX · WITH GATING CRITERIA



Gate 1: strategic fit

Projects that serve no strategic priority are screened out first.

Impact and effort

Scored by a small team on defined scales, not by the sponsor alone.

Gate 2: capacity

Only start what the organization can staff right now.

02 FROM MATRIX TO PORTFOLIO

Starting fewer projects finishes more of them.

START EVERYTHING — FINISH FIRST

OVERLOADED PORTFOLIO

- Too many projects in parallel
- Key people spread thin
- Everything late, little finished

MANAGED PORTFOLIO

- A limit on active projects
- A clear sequence by value
- Projects stopped when they no longer fit

03 WORKED EXAMPLE

PLANT IMPROVEMENT PORTFOLIO · 24 IDEAS SCREENED

GATE 1
16 fit strategy
8 parked

→

SCORING
Impact × effort
one-hour workshop

→

SELECTION
5 projects
2 quick wins, 3 major

→

GATE 2
Fully staffed
the rest wait in line

04 MANAGEMENT TAKEAWAYS

01
Screen by strategy first
Fit comes before impact; good ideas outside the strategy wait.

02
Limit active projects
Set the limit based on the people actually available.

03
Re-score each quarter
Impact and effort estimates change as you learn.

05 COMMON MISTAKE

LIMITATION
Everything is a quick win
Optimistic scoring puts every idea top-left. Calibrate scores against past projects.