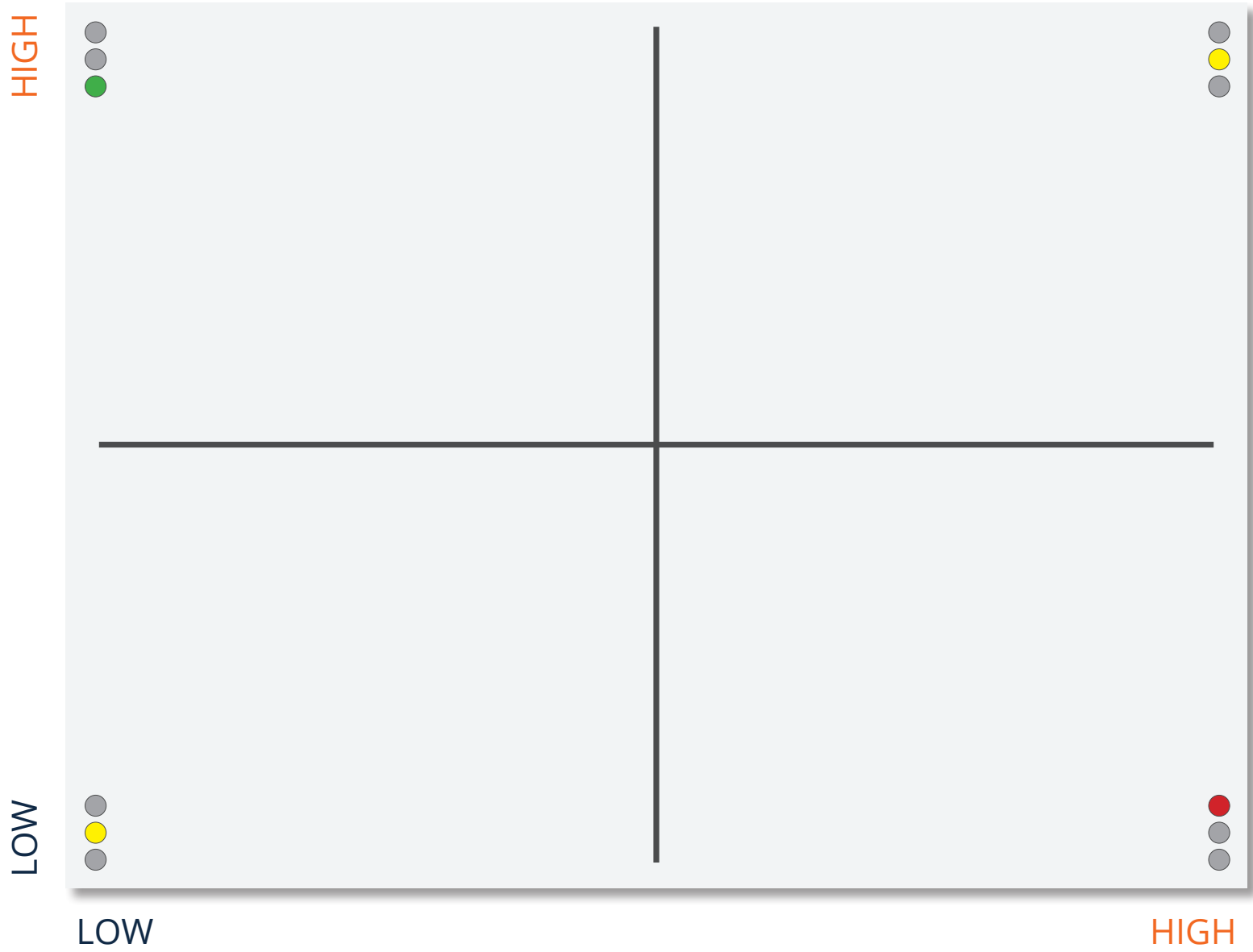# LEAD 2 GOALS

2X2 DECISION MATRIX

PURPOSE | The 2x2 Matrix is a simple yet elegant tool designed to assist individuals and organizations in prioritizing ideas and initiatives. Used in conjunction with a myriad of brainstorming techniques during any planning session, the process allows you or your team to plot all of the ideas onto a quadrant that provides two competing forces. These forces can be *time vs. money*, *effort vs. impact*, *importance vs. urgency*, and *risk vs. reward*, to name a few. The forces you select are then ranked from low to high, thus creating the four quadrants in the 2x2 matrix.

HOW TO USE | Start by naming the initiative or project, and putting a date on it! Then, choose the criteria or forces you feel are most appropriate. The matrix we provide will auto-fill the ranking based on which criteria you have chosen from the drop-down menu provided on the setup page. Additionally, in our matrix, you have the option to place your company logo. Once the setup page is complete, the matrix will appear, and you can begin plotting your ideas in the appropriate quadrant. Once complete, decisions and prioritizing becomes clear!

WHAT IS THE NAME OF YOUR PROJECT?

CHOOSE YOUR CATEGORY/AXIS LABEL SET:

CUSTOMIZE BY ADDING YOUR LOGO:

ADDITIONAL THOUGHTS/COMMENTS