Exercise 11: Prioritize Potential Strategies According to Impact and Difficulty

**Objective(s) for participants:**

* Identify priority strategies based on their potential impact and degree of difficulty.

**Instructions:**

Using the list of strategies identified in Exercise 10, place each strategy on the 2 x 2 matrix template on the flipchart, according to its individual impact and degree of difficulty.

Once you have placed each key strategy on the matrix, reflect on the overall picture. Specifically, consider the following questions:

* + Are strategies accurately placed in relation to one another?
  + Should certain strategies be priorities based on their potential for impact and their degree of difficulty?
  + Can certain strategies be deprioritized based on their potential for impact and their degree of difficulty?

**Materials needed:**

List of strategies from Exercise 10

Flipchart

* Markers

**Exercise notes:**

Encourage participants to really reflect on impact and difficulty and avoid classifying all strategies as high impact and high difficulty.

Use the full spectrum provided by the matrix to indicate which strategies are higher or lower than others.

* Urge participants to avoid placing strategies “on the line” and to make a judgment as to whether those strategies are slightly more on the high or low side.

**Template for Exercise 11**

|  |  |
| --- | --- |
| High  Potential impact |  |
| Low |  |

Low

High

Degree of challenge