Exercise 18: Classify Your Strategies as Having a High, Medium or Low Impact Over Time

**Objective(s) for participants:**

* Identify the potential impact of the identified strategies.

**Instructions:**

Using the ordered list of strategies created in Exercise 16, identify whether each will have high, medium or low impact on the target metric in the next year.

* Repeat this for the next several years, keeping in mind that the impact of a given strategy will likely change over time.

**Materials needed:**

Flipchart

Markers

* List of strategies in order of expected impact

**Exercise notes:**

Remind participants that this is intended to be an estimate, using the data and evidence available — this is not a perfect science.

* Push participants to be really thoughtful about which strategies will be high impact and when. Keep in mind that some strategies will show impact nearly immediately, while others will take a few years to show their true impact.

**Template for Exercise 18**

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| --- | --- | --- | --- | --- |
| **Strategy** | **Year 1** | **Year 2** | **Year 3** | **Year 4** |
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