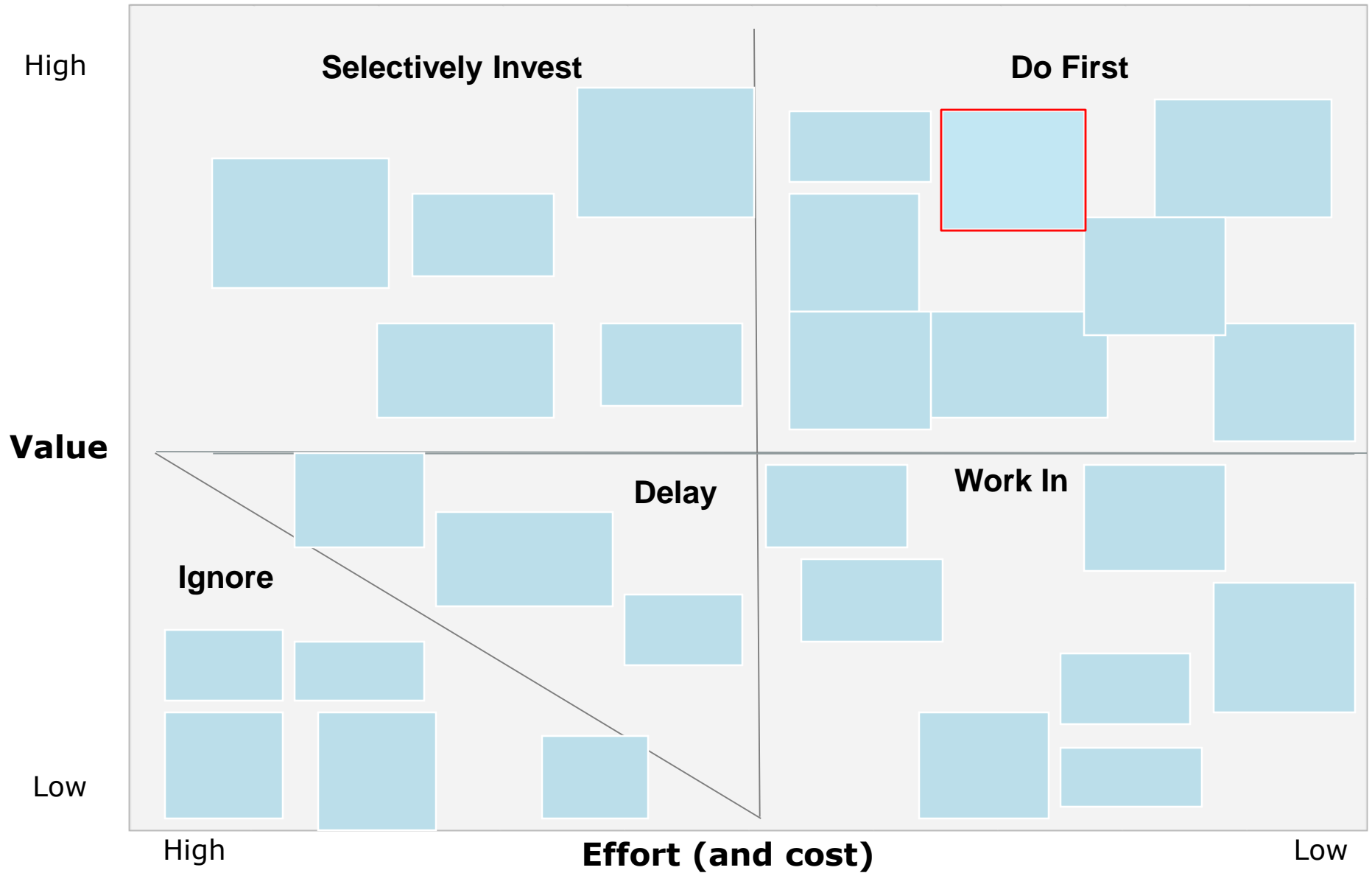


# LUE 2x2 Prioritization Matrix 1st Q 2011



## 2X2 Will Prioritize your Efforts AND Gives You a Tool to Make Deliberate Trade Offs

- Goal = Effort ( Project ) => Outcome
- **“Project” is another word for EFFORT – Initiatives usually have multiple Projects within it and will typically be managed in Selectively Invest seeing they take more resources and have a high value to strategy**
- Define 1<sup>st</sup> Quarter Goal then determine the Projects that will help you achieve that Goal.
- Place those projects in the correct quad on the 2X2 based on the investment of time and effort each project contributes to the overall objective.
- State the reason for the project – Desired outcomes –  
Each project or Initiative should have 3-5 desired outcomes – they will tell you if it was completed.
- Only thing that goes on 2x2 is the project NOT tasks  
Projects will be assigned a project Task List with a max of 5 steps or you may have Sub Task Lists
- Size or Color of Box determines size and scope of Project
- The 2x2 shows where you are working in and on the business
- All your efforts are located on this 2x2 – it is a budget of your Efforts towards the Q1 goal – it will aid in Execution/ Trust/Accountability