

QUICKLY PRIORITIZING IDEAS IN GROUPS

Initially, you want many ideas. More ideas means more options. Plus, during intense change, thinking through more possibilities will help you adapt and pivot to new situations.

Determining which ideas have the most promise can be a 30-minute process. Select 20% of your potential ideas and place them on this grid based on their potential impact and implementation ease. It will quickly become clear which of that 20% are the best ideas for you!



In unpredictable times, strategy is more important than ever. Our series of 30-Minute Strategy exercises enable productively tackling important strategic issues—alone or with your team—in less time than it takes to find the Netflix show that pairs best with Zoom fatigue.

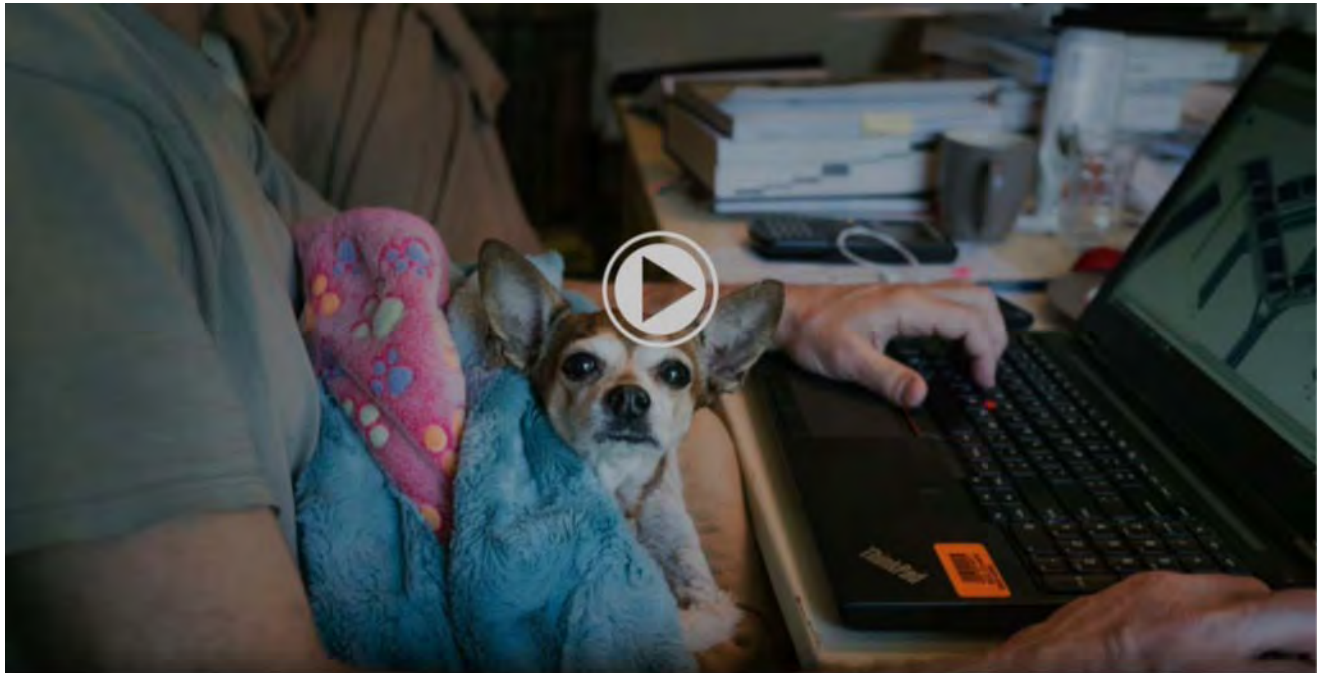
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		Potential Impact	
		Evolutionary	Revolutionary
Implementation	Simple	SOON Near-term tactics	START NOW! Just do it!
	Complex	STAY AWAY Why bother?	FUTURE IMPACT Long-Term Possibilities

MAKING THIS A GROUP EXERCISE

You can complete this exercise by yourself in 30 minutes. It's even better if you have a group participating, creating stronger thinking and gaining greater buy-in.

For a group, split the 20% so that everyone has about the same number of ideas. Ask them to place them on the grid individually, without consulting anyone else. After all the ideas have a place on the grid, have the group discuss, potentially modify, and agree on the placement, starting with the ideas in the upper right. This combines the best of individual input and group collaboration.



There's a new, productive way to collaborate,
no matter *where* your team is working from.



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