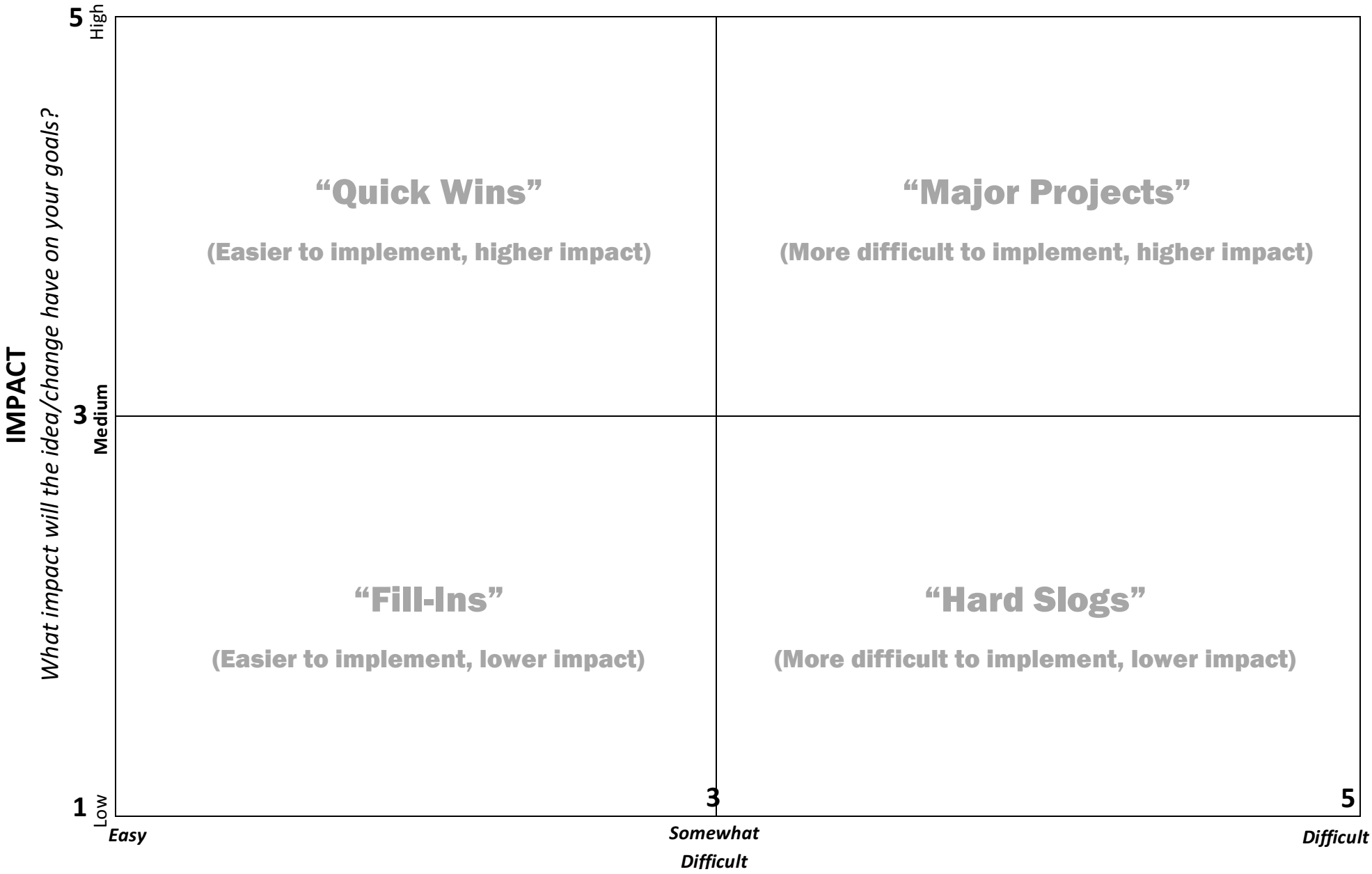
IMPACT MATRIX



National MCH Workforce Development Center
Advancing Health Transformation

Overview of Impact Matrix Categories

Quick Wins: easier to implement, higher impact.

A change that falls into this category is often prioritized because it is perceived as having high impact while being relatively easy to implement; these changes are often perceived as having the "biggest bang for the buck".

Major Projects: more difficult to implement, higher impact.

A change in this category may be worth pursuing, particularly if the change is rated as high impact. It is often helpful to clearly communicate to stakeholders that the change may take more time to achieve due to difficulty. If the change falls into this category but scores lower on impact (closer to the middle of the page), the change may not be worth pursuing at this point in time.

Fill-Ins: easier to implement, lower impact.

A change in this category requires careful consideration about whether it is worth the time and energy to pursue. If a "quick win" is needed and the change is relatively easy to accomplish, it may be worthwhile to proceed. Alternatively, if the change is determined to be more difficult to implement (closer to the middle of the page), then it likely isn't worth implementing.

Hard slogs: more difficult to implement, lower impact.

Typically, a change in this category should not be implemented due its difficulty and low impact.