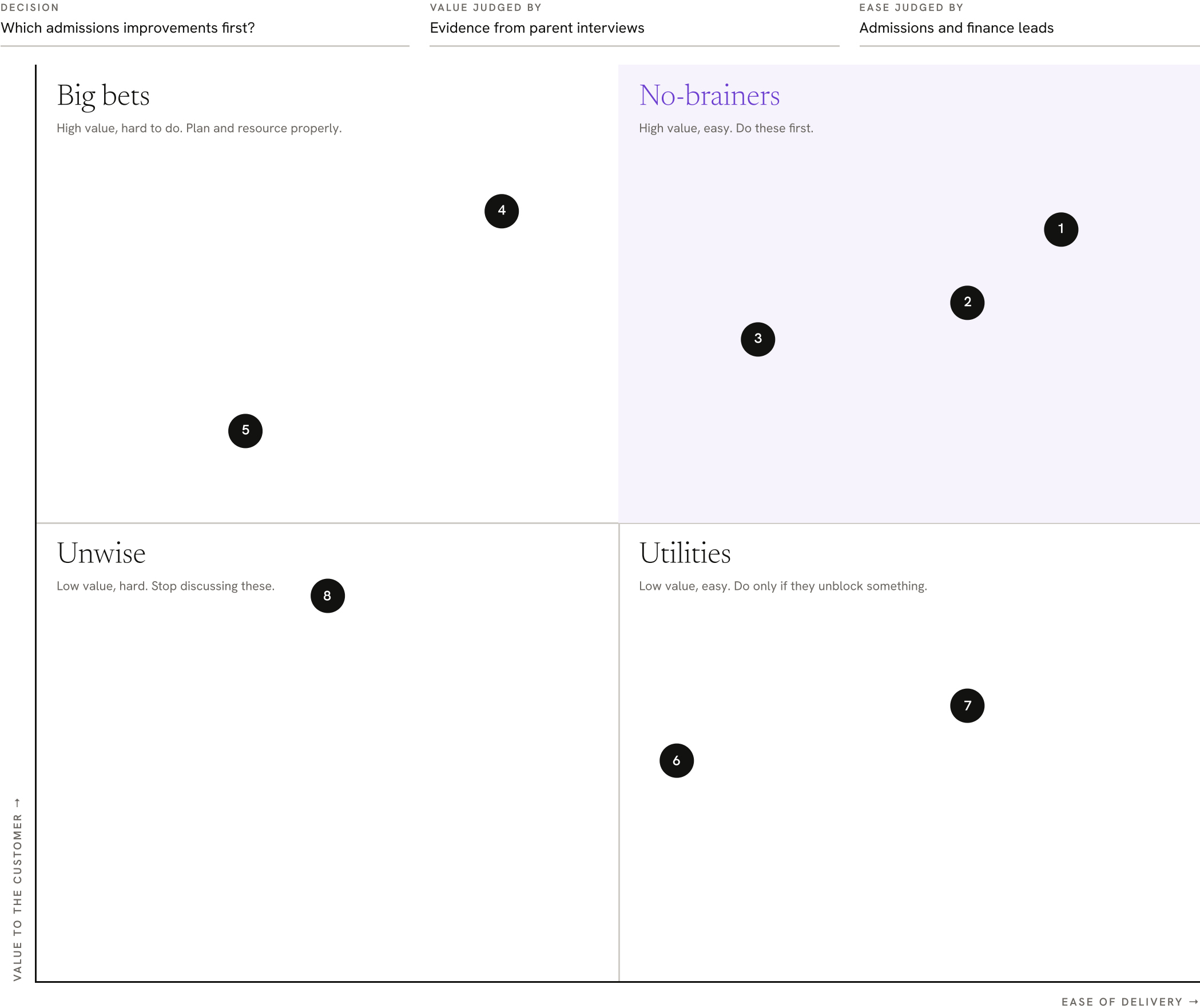


Prioritisation grid

List the ideas, then place each by its value to the customer and its ease of delivery. The grid turns a debate about preferences into a conversation about evidence.



Ideas

- 1

Publish fees and key dates on the website
- 2

A weekly update while families wait
- 3

Split the application form in two
- 4

Small-group visits with a teacher
- 5

A new enquiry-tracking system
- 6

Redesign the prospectus
- 7

Paid social advertising
- 8

A virtual tour film

RULES

Place ideas relative to each other, not on an absolute scale. Argue about position, not about the idea. Agree what moves to the top-right first.