

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.

DECISION	VALUE JUDGED BY	EASE JUDGED BY	TEAM / DATE
Big bets High value, hard to do. Plan and resource properly.		No-brainers High value, easy. Do these first.	Ideas 1 2 3 4 5 6 7 8 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.
Unwise Low value, hard. Stop discussing these.		Utilities Low value, easy. Do only if they unblock something.	

VALUE TO THE CUSTOMER →

EASE OF DELIVERY →