

IMPACT (High ↑ top, Low ↓ bottom) | EFFORT (Low ← left, High → right)

<p>■ Quick Wins High Impact · Low Effort</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>■ Big Bets High Impact · High Effort</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>■ Fill-ins Low Impact · Low Effort</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>■ Money Pit Low Impact · High Effort</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

Classification Guide

Quadrant	Action	When to use
■ Quick Wins	Do first	High impact, low effort — schedule immediately
■ Big Bets	Plan carefully	High impact, high effort — needs resourcing
■ Fill-ins	Do if time allows	Low impact, low effort — backlog filler
■ Money Pit	Avoid / defer	Low impact, high effort — challenge the ask