

DECISION FRAMEWORK

Prioritization Matrix

A weighted scoring tool for evaluating and ranking competing initiatives. List each item on one axis, score it against three impact criteria, and let the math surface what matters most.

HOW IT WORKS

- 01 Define the problem**
Describe the issue, who it affects, and the scope of its impact across teams.
- 02 Score each criterion**
Rate the item 1–10 for Financial, User, and Client impact using the guides below.
- 03 Apply the weights**
Multiply each score by its weight, then sum for a single weighted priority score.
- 04 Rank and act**
Compare final scores across all items. Higher score = higher priority. Revisit quarterly.

SCORING CRITERIA

<p>Financial Impact 50%</p> <p>How significantly does this affect revenue, costs, or financial efficiency?</p> <ul style="list-style-type: none"> 8–10 Severe losses, billing errors, budget overruns 4–7 Moderate inefficiency, avoidable spend 1–3 Minimal or negligible financial effect 	<p>User Impact 25%</p> <p>How disruptive is this to internal teams' productivity and workflows?</p> <ul style="list-style-type: none"> 8–10 Blocks core tasks, contractual deficiencies 4–7 Slows processes, adds manual workarounds 1–3 Minor inconvenience, easy to deprioritize 	<p>Client Impact 25%</p> <p>Does this move the needle on client retention or new sales?</p> <ul style="list-style-type: none"> 8–10 Risk of losing clients, missed major opportunities 4–7 Affects satisfaction, moderate retention risk 1–3 Little to no impact on retention or sales
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FORMULA | $\text{Weighted Score} = (\text{Financial} \times 0.50) + (\text{User} \times 0.25) + (\text{Client} \times 0.25)$

EXAMPLE

INITIATIVE	FINANCIAL	USER	CLIENT	SCORE
System integration	9	8	6	8.0
Client portal redesign	4	5	9	5.5
Internal reporting tool	3	7	2	3.8

TIPS

Score independently — have each stakeholder rate before discussing as a group. Revisit weights if your business priorities shift. Use sub-weights within User Impact (productivity vs. urgency) for finer granularity.

WHEN TO USE

Competing projects with limited resources. Technology investments and system upgrades. Workflow bottlenecks affecting multiple departments. Any decision where gut feel needs a structured second opinion.