



PRIORITIZATION MATRIX

Through this methodology you will be able to identify in a simple way the problems and opportunities within the organization and that could be addressed through an innovation project.

Instructions

- (1) Write down on small pieces of paper each of the problems and opportunities that you are able to observe in the organization.
- (2) Jointly, determine two relevant criteria for the organization. Those will be the factors by which you will prioritize. For example: strategic alignment, citizenship impact, budget feasibility.
- (3) Finally, stick each of the papers on the matrix according to the defined axes.
- (4) The papers stuck on the upper right quadrant of the matrix should be the most relevant according to the defined prioritization criteria.

