

Where do my ideas go?

Write each idea in the right box. A pencil, and off you go.

The diagram is a 2x2 matrix with 'PAYOFF · gain' on the vertical axis (LOW at bottom, HIGH at top) and 'EFFORT' on the horizontal axis (LITTLE effort on left, A LOT of effort on right). The quadrants are:

- Top-Left (Green):** 1 EASY MOVES. Start with these. Includes a red 'START HERE' button and 8 horizontal lines for notes.
- Top-Right (Blue):** 2 BIG BETS. Plan them calmly. Includes 8 horizontal lines for notes.
- Bottom-Left (Yellow):** 3 FILL-INS. Only if time is left over. Includes 8 horizontal lines for notes.
- Bottom-Right (Red):** × BLACK HOLES. Avoid, for now. Includes 8 horizontal lines for notes.

At the bottom, a horizontal arrow points from 'LITTLE effort' to 'A LOT of effort'.

EFFORT = how hard it is + how long it takes

From ideas to a decision

Three votes, one number, one decision.

- 1 Dump every idea**
 One line per idea. No filters, no judging.
- 2 Place them in the matrix**
 For each one ask: how much effort (difficulty + time)? How much payoff?
- 3 Score the best ones below**
 Take the ideas from boxes 1 and 2 and give each column a vote from 1 to 5.
- 4 Start from the highest number**
 That is where it pays to begin, especially if you need results fast.

Your score table

Your idea / product	Ease	Speed	Payoff	Score
	×	×	=	

Score = Ease × Speed × Payoff

maximum 125

How to work it out: multiply the three votes. Example: $5 \times 4 \times 3 = 60$.

Votes go from 1 (very little) to 5 (a lot). Speed: 5 = quick to launch.

● **High number**

Start right away

● **Middle number**

Plan it

● **Low number**

Let it go

Need money fast? Give more weight to ideas with high Speed and Payoff.