# A process to work out what project ideas are easy to do and have a high impact

## Step 1 – Brainstorm Ideas

Brainstorm lots of ideas either by yourself or with a group. Write them down either on paper or sticky notes (you can move the ideas more easily with sticky notes). Here is an example without using sticky notes.

### What are the actions you brainstormed?

| Action Number | Action Summary |
|---|---|
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|  |  |
|  |  |
|  |  |
|  |  |
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## Step 2 – How easy it to do and what's the impact?

Think about each idea and discuss as a group:

a. **How easy will the idea be to do?**

- Do you have the skills required to do a good job? If not, who else could you involve? Who could you collaborate with?

- What would it cost to do? Do you have that much money?

- How much work would it take to do? Do you have enough time?

- Paperwork – aaaarragghhh!! What approvals do you need or what forms do you need to complete?

- Who is going to do what? Good ideas only become reality by people doing stuff!

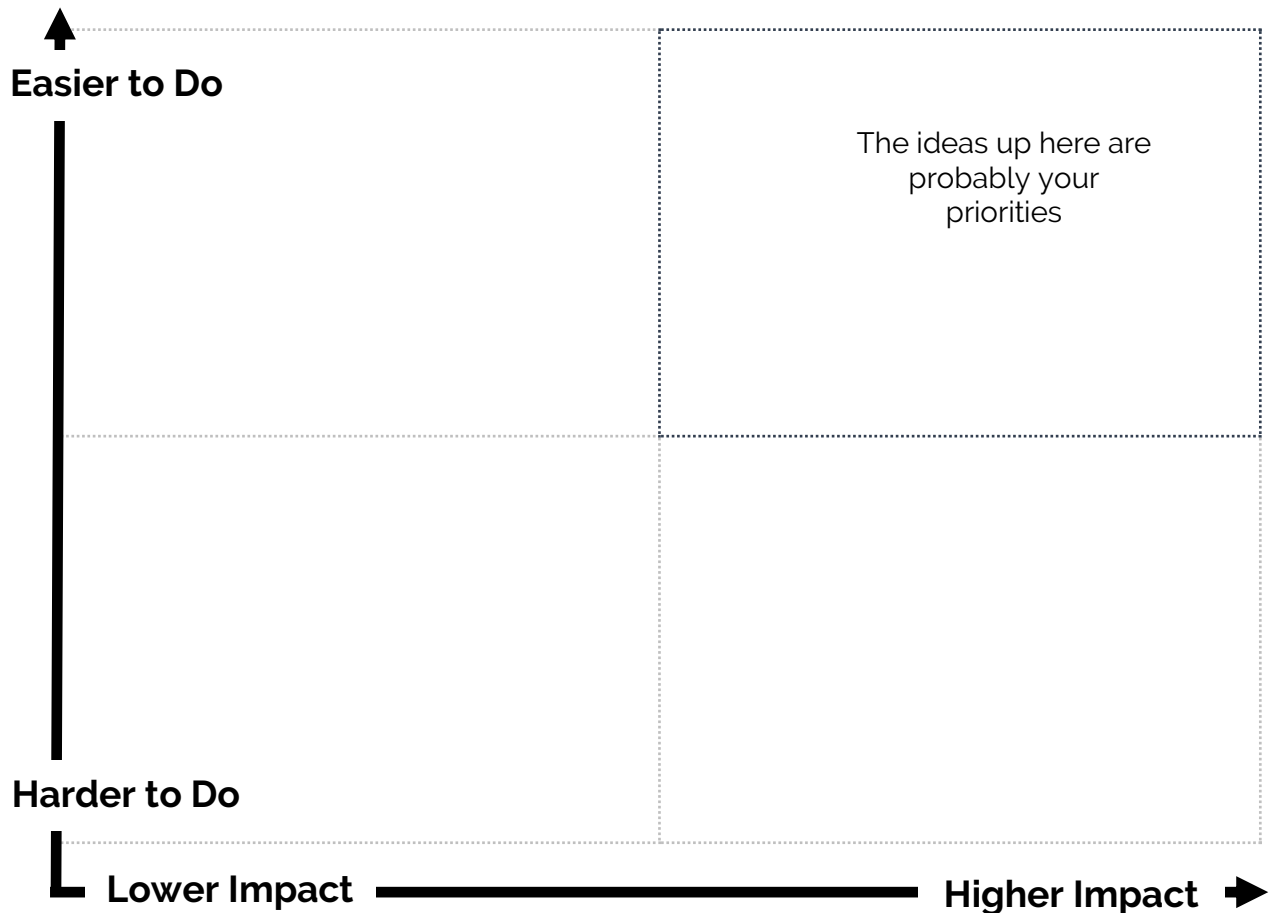b. **What impact would the idea have?** (is the idea worth doing?)

- Who or how many people would benefit? How and why?

- Is it part of your vision for the place? (if it's not, why do it?)

- What would be the results? Who will see them?

- Will you make new connections and friends (or enemies) by doing it?

- How could you make it have an even bigger impact?

### Step 3 – Use a matrix as a way to visually prioritise (or inform discussion)

Create a simple matrix, or use the example below. Put your sticky notes or the number of each action onto the matrix.

## Place Your Sticky Notes or the Numbers of Each Action onto the Matrix

(the bigger the matrix, the more precisely you can place your idea)

**Easier to Do**

The ideas up here are probably your priorities

**Harder to Do**

**Lower Impact** ➡ **Higher Impact** ➡

### Step 4 – Think and Discuss

Discuss as a group (or think about it more if you are doing it by yourself).

Do you want to change the assessment of any of the ideas? Do you have any ideas that might be relevant? Is it _really_ easy to do?

### Step 5 - Prioritise

So, what's the point of doing all this work?

Well, first you are brainstorming lots of ideas and everyone can contribute and be involved. You are also looking at ideas from different perspectives.

And hopefully you can agree on some priorities at the end of the process. Don't throw out your other ideas though. Hang on to them, as things might change. Ideas that appear to be harder to do or lower impact could also change in future if a grant opportunity comes along or new people join the group. But, don't try to do everything at once!

### Step 6 – Make it work for you

This is one way to do this process. Please change and adapt it to suit your situation!