

**Idea Impact Matrix – Effort vs. Value**

This matrix helps SME teams evaluate and prioritize innovation ideas based on their expected impact and implementation effort.

Instructions: Map your ideas into one of the four quadrants to identify quick wins, strategic bets, distractions, and overkill efforts.

	Low Effort	High Effort
High Value	Quick Wins	Strategic Bets
Low Value	Distractions	Overkill

Use sticky notes or write your ideas into the appropriate boxes.