

ASSESS. PRIORITIZE. DECIDE.

Impact vs effort decision matrix.
Four quadrants. No software.

Twenty tasks, eight hours. **Without judgment, you spend energy on what moves the needle least.**

TWO VARIABLES

FOUR QUADRANTS

Two variables. Four decisions.

The impact vs effort matrix is a visual tool for sorting tasks into four quadrants and making fast calls on what to do, what to plan, what to delegate, and what to eliminate. You do not need software: paper or a whiteboard works.

What matters is the process. Score each task on two variables (impact and effort), place it in its quadrant, and act accordingly. Twenty minutes at the start of each week saves five hours over it.

The four quadrants, one line each.

1

High impact · low effort · do first

Quick wins. Significant results with little investment. Execute today.
Email to a hot lead, publishing ready content, fixing a sales-page bug.

2

High impact · high effort · plan

Move the needle but require time. Schedule them in dedicated blocks.
They build long-term advantage: a new course, funnel redesign, strategic partnership.

3

Low impact · low effort · delegate

They need doing but do not move the needle. If you can delegate, do it.
If not, batch them into a "minor tasks" block and burn through fast.

4

Low impact · high effort · eliminate

They steal time with no return. Eliminate or postpone indefinitely. If someone asks for them, question whether they are really necessary.

QUICK VIEW · HOW THEY LOOK ON THE PLANE

02 Plan	01 Do first
04 Eliminate	03 Delegate

↑ IMPACT

EFFORT →

Fill it in. One week at a time.

Place each task in its quadrant. If you are not sure, score it with the criteria table below.

QUADRANT 1 · DO FIRST

High impact, low effort.

Quick wins. Today, no delay.

QUADRANT 2 · PLAN

High impact, high effort.

Schedule into dedicated blocks.

QUADRANT 3 · DELEGATE

Low impact, low effort.

If you can delegate, do it.

QUADRANT 4 · ELIMINATE

Low impact, high effort.

They steal time with no return.

If in doubt, score it.

When the quadrant is not obvious, assign a number from one to five to impact and to effort. The thresholds do the rest.

Impact (1–5)

SCORE	MEANING
1	No measurable impact on revenue, audience, or progress
2	Minor improvement, few beneficiaries
3	Advances a secondary goal
4	Contributes directly to a primary goal
5	Multiplies revenue, audience, or efficiency

Effort (1–5)

SCORE**MEANING**

1	Less than thirty minutes, no dependencies
2	One or two hours, tools available
3	Half a day, requires coordination or research
4	One to three days, multiple steps or people
5	More than a week, high complexity

FAST ROUTING

Impact ≥ 4 and effort ≤ 2 : do first. Impact ≥ 4 and effort ≥ 3 : plan. Impact ≤ 3 and effort ≤ 2 : delegate. Impact ≤ 3 and effort ≥ 3 : eliminate.

FOR THIS WEEK

Three concrete moves.

01 **List your twenty pending tasks.** Unfiltered, unprioritized. Everything in your head plus what is scattered in notes.

02 **Score impact and effort for each one.** One to five. Without overthinking. Your first intuition beats twenty minutes of doubt.

03 **Execute only quadrant one this week.** The rest can wait. You block quadrant two for next week.

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