

Making Choices: Impact & Feasibility Analysis

In order to set priorities on what actions to take first, you can use a simple tool called an “impact feasibility analysis” that helps you facilitate a group discussion of options that have the highest benefit or impact for the least effort or cost –in terms of both time and expense. It is similar to a “cost-benefit analysis” that helps you prioritize, match actions to your capacity, and stay realistic about timing.

As you prioritize your activities, keep in mind:

- School community support (where has there been the most energy, interest?)
- Potential uptake (are resources immediately available for this activity?)
- Urgency (does this address an immediate need or is it an opportunity with a short time frame?)
- Logical sequencing (does one activity make sense to happen before others?)
- Momentum (will the activity give you early success? credibility and visibility for your bigger plans?)
- Champions (Is there a champion ready to make it happen?)
- Mission (does this further your FTS mission and goals?)
- Cost (does it offer good value in terms of cost?)
- Look for ideas that are easily doable, broadly supported, and have high visibility and value)

Steps for facilitation in a small group:

Priority Setting Matrix

Value & Benefits	Higher	1 st Choices (high value, visibility, and broad support))	2 nd Choices (probably worth it)
	Lower	3 rd Choices (easy, but less value)	4 th Choices (not worth it)
		Easier / \$	Harder / \$\$\$

<<< Effort and Cost >>>



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Step One: Brainstorm the actions you feel best further the goals of your FTS Action Plan, writing each action on a separate sticky note.

Step Two: Filter ideas that are out of the scope of possibility.

Step three: Combine redundant ideas or expand to capture similar ones

Step four: Clarify what it would take to make each idea happen; be specific.

Step five: Prioritize your ideas using the chart. As a group, place each note in the box where it best belongs.

Step six: Identify your priorities based on higher impact, higher feasibility