

Impact–Effort matrix (PICK chart)

Problem

How to choose among multiple alternatives?

Difficulty

Easy to use

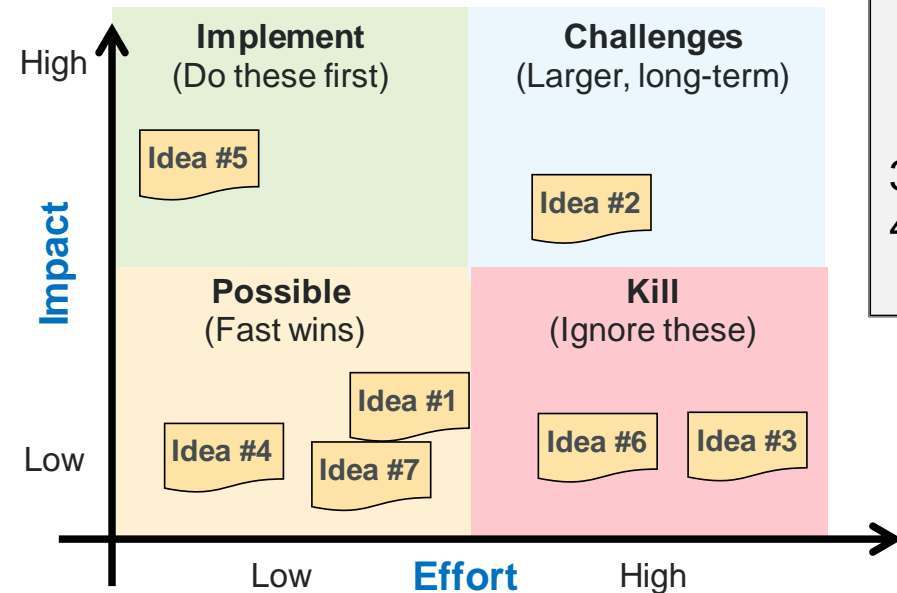
- An **impact-effort matrix**, or a **PICK** (Possible / Implement / Challenge / Kill) **chart**, is a way to categorize projects.
- A PICK chart prioritizes among many projects identifying those with the most value.



1. Create a list of improvement projects.
 - For example, use six sigma techniques.
2. Evaluate each improvement project in terms of “Payoff” and “Difficulty.”
 - Multivoting can be used for a quick analysis.
3. Create a PICK chart (see image to left).
4. From the PICK chart determine which projects should be pursued, and in what order.

An Impact/Effort matrix is also called an:

- Action/Priority matrix
- Ease/Benefit chart
- Ease/Impact chart



PICK chart – Example – 6in6 Awareness

How to improve awareness of 6in6 presentations?

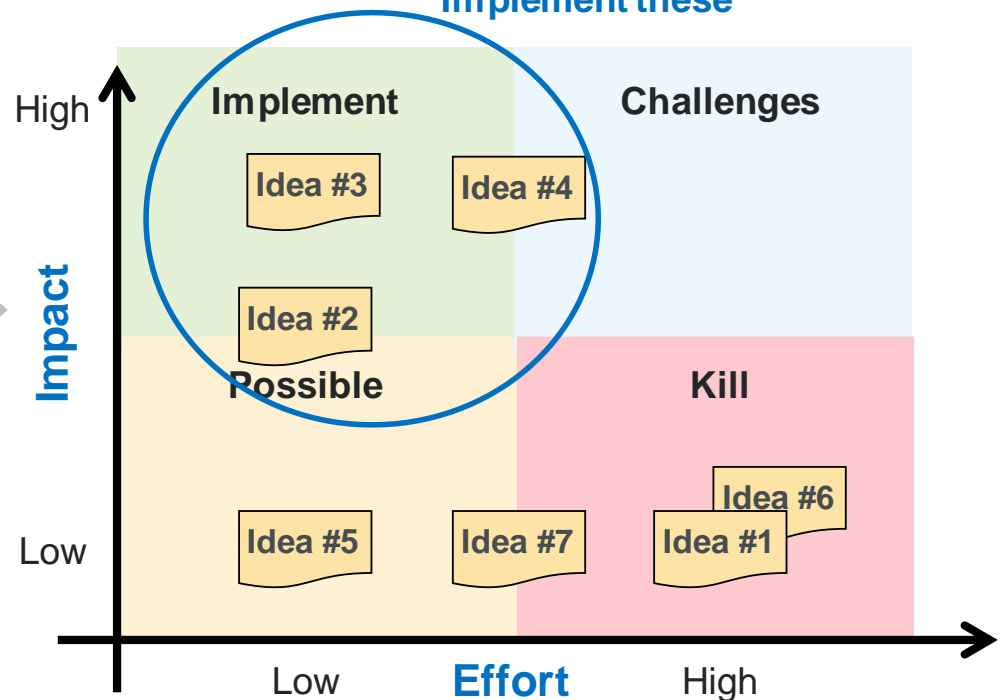
Idea	Improvement project	Effort	Impact
#1	Advertise on evening news	High (due to cost)	Low
✓ #2	Send email to Dan's friends	Low	Medium
✓ #3	Announce to 6 sigma groups on LinkedIn	Low	High
✓ #4	Place advertisement in 6 sigma journal	Medium	High
#5	Put sign on Dan's car	Low	Low
#6	Obtain celebrity endorsement	High (due to cost)	Low
#7	Put posters around town	Medium	Low

Evaluations
of effort

Potential projects

Implement these

The above table yields
the PICK chart shown



PICK chart – Notes

Slide 1

1. A single six sigma project can result in dozens of improvement projects.
2. For small efforts, a fast way to prioritize the improvements is by multivoting. For a larger effort, involving potentially large expenses, a more detailed analysis should be performed.

Slide 2

1. From the analysis in this example, look for a 6in6 announcement in your LinkedIn groups involving 6 sigma!