

FRAMEWORK

The Growth Priority Matrix

Choose what to scale, engineer, automate, and stop by comparing commercial impact with real execution effort.

USE THIS WHEN

Everything feels urgent and the roadmap has become a backlog.

LEAVE WITH

A ranked 90-day roadmap

EFFORT ->

Scale now

High impact, low effort

Engineer

High impact, high effort

Automate

Low impact, low effort

Stop

Low impact, high effort

IMPACT ^

Working note

Run the working session

Complete the steps in order. Capture disagreement, assign one owner, and put the next review date beside the decision.

- 01 List every active initiative and recurring request.
- 02 Define impact against one commercial metric.
- 03 Score effort using dependencies, not optimism.
- 04 Assign each initiative and sequence only the top constraints.

Decision record

CONSTRAINT OR DECISION	
EVIDENCE	
NEXT ACTION	
OWNER	REVIEW DATE