

IMPACT CONSTRAINT MAP

IDENTIFY A HIGH IMPACT, LOW CONSTRAINT IDEAS

Begin narrowing and refining by focusing on those ideas with the greatest potential for impact and the fewest constraints for implementation. You can use the map like a graph, taking into account the magnitude of the impact and constraints.

		IMPACT
	LOW IMPACT, LOW CONSTRAINT	HIGH IMPACT, LOW CONSTRAINT
CONSTRAINTS	LOW IMPACT, HIGH CONSTRAINT	HIGH IMPACT, HIGH CONSTRAINT

REFLECT

Do you notice clusters of similar ideas? Are there gaps? Are there high-impact ideas that you could make more feasible? How?