

CONTROL IMPACT MATRIX

Team:

**LOW
IMPACT**

**MEDIUM
IMPACT**

**HIGH
IMPACT**

**EASY TO
CONTROL**

**MEDIUM
TO CONTROL**

**HARD
TO CONTROL**

How to use this tool:

When you have a lot of ideas that need to be narrowed down, plot them on the matrix. Remove any that are lower impact and/or hard to control. This tool is best used with:
Journey Map - Value Proposition - Pitch Canvas