

# TRAFFIC LIGHT FILTER

## WHAT?

This tool can be used to make decisions about which concepts are going to be the most effective for your business.

## WHY?

When you have a lot of ideas you need a way to systematically work through them to decide which ones have potential now, later, in different circumstances, or not at all.

## HOW?

The matrix uses impact versus cost. The vertical line is impact and the horizontal line is cost.

Determine what you mean by high cost and low cost, high impact and low impact.

Work through each idea and decide which quadrant the idea should go into as determined by the definitions of cost and impact.

## TIPS

Change the criteria to suit the challenge. For example, you might use time versus effort, or morale versus productivity.

