Prioritizing Transformation Initiatives

Start with the Situation

There are too many initiatives and too few resources. Everything feels important, but not everything is.

What's Really Going On

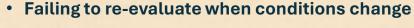Without clear prioritization, teams get stretched thin, leaders get frustrated, and progress stalls across the board.

Why This Matters

Focus drives momentum. Without it, transformation becomes busywork instead of business value.

Your Guiding Principles

Focus is a leadership act. Prioritizing means saying no to good ideas in favor of great ones.

The Playbook

- Score initiatives by impact, effort, urgency, and risk
- Bundle work into waves that align with capacity
- Reconfirm priorities regularly with leadership
- Use transparent criteria to explain trade-offs

Common Pitfalls

- Prioritizing based on who shouts the loudest
- Starting everything at once
- Failing to re-evaluate when conditions change

What Good Looks Like

- Teams have a clear sequence of what's next
- Resources are aligned to the most critical efforts
- Progress is visible and celebrated

Quick Checklist

- Do we know what problem we're solving?
- Are our trade-offs documented and understood?
- Have we eliminated or paused low-value work?

Closing Insight

You're not picking projects, you're solving problems. Prioritization brings clarity and confidence to transformation.

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