

## The Priority Matrix

When working with your client to establish priorities, consider using a priority matrix of this nature (see below) to help you determine the relative importance of each target (time, cost, scope/quality).

As project manager, your planning and day-to-day management of the project depends on these priorities to make decisions as the project progresses.

Your reporting on progress should always address these targets, and your client's need to constantly reassess the original priorities to see whether they still reflect their needs.

### Example Priority Matrix

Here's an example of a priority matrix for an eLearning project. In this project, the client has stated the following:

- *The project must produce an eLearning course by April 19<sup>th</sup>.*
- *There is an established standard for the learning objectives for the course. This standard cannot be changed.*

Given both of these constraints, it may not be possible to deliver the course within the target budget. (Remember the 'triple constraint.')

The project manager's initial planning for the project will determine how likely the project team is to hit the third target.

New-Hire Orientation Module				
Target	Priorities (1 = highest)			Measurement
	1	2	3	
Time	✓			<i>Course must be available for use by new hires who arrive for orientation on 19 April.</i>
Cost			✓	<i>Total costs for design and development should not exceed \$60,000.</i>
Scope/Quality		✓		<i>Course must cover all skill sets required for Level 1 Certification as established by the HR Code #CC1352-A.</i>