

Doing More with Less: Prioritizing for Maximum Impact



OARR's



OBJECTIVE



AGENDA



RULES



ROLES

Objective

To provide you with a simple, practical tool to aid in making quicker more confident decisions by identifying priorities.



Agenda

4 W's and an H of prioritizing

- What is the BIG Easy
- Why use it
- Who should use it
- When to use it
- How to use it (Activity)



Rules and Roles for the session

Rules...

Mobile devices silenced
What happens at Holiday Inn
stays at Holiday Inn
Parking Lot if getting off track
Beware of squirrels and rabbit
holes
Consider the “FOG”

Roles...

Full participation and
collaboration
Safe environment to share
Active listening (let others
finish before you jump in)

BIA Reality

Are you a member of the majority?

Raise your hand if...

BIA Reality

You struggle with too many things to do

AND

Do not have enough resources to do them all

The Solution

*Hand it over to the **BIG Easy***

WHAT is The BIG Easy

The BIG Easy is a framework that is used to input content to support decision making to identify top priorities.

Note: When we are overwhelmed by “content” we need “context” (models, frameworks, tools) to filter the content.

This provides clarity.

The BIG EASY Prioritization Tool

	Easy to Implement	Difficult to Implement
BIG Return		
Small Return		

The BIG EASY Prioritization Tool

	Easy to Implement	Difficult to Implement
BIG Return	Quick Wins Look for these (they build momentum)	Strategic Investments Plan for these
Small Return	Small Wins Do these provided you have capacity	Stop Doing Avoid these they drain energy

WHY use the BIG Easy

Clarity (identifies what is the highest value)

Alignment (gets everyone on the same page)

Focus (visually demonstrates what matters most)

Makes the subjective, objectively verifiable.

WHO can benefit from using the BIG Easy

Boards

Committees

Teams

WHEN is the BIG Easy of value?

Strategic Planning: Once the Vision has been developed to identify key priorities that will achieve the Vision.

Problem Solving: When the real problem and/or root cause has been identified, brainstorm ideas first, then prioritize what can be effectively implemented.

Annual/Operational Planning: When there are too many things to do; identifying “highest yield” opportunities to help make the most of scarce resources (time, money, people).

HOW to use the BIG Easy

This activity has 4 steps

1. Agree on key Strategic Areas
2. Brainstorm real initiatives
3. Evaluate initiatives using the BIG Easy
4. Share results and insights

Strategic Areas

Are we in alignment on Strategic Areas and goals

Visitor Attraction (i.e. Festivals and Events)

Bring people into the area and create reasons to return

Member Engagement (i.e. Member Networking)

Help businesses thrive and stay connected

Beautification and Placemaking (i.e. Wayfinding)

Shape a district people feel safe, proud, and excited to experience

Stakeholder Relations (i.e. Tourism)

Multiply impact through collaboration

Organizational Effectiveness (i.e. Policies)

Ensure strong governance and effective operations

Brainstorm by Strategic Area

Individually on the assigned colour post it notes write down “typical” BIA initiatives/priorities (be specific).

One initiative/priority per post it note.

Create at least one post it note for each Strategic Area (if you need more than your 3 raise your hand and we will bring them).

Put your post it note on the appropriate Strategic Area flip chart.

You have 5 minutes to complete.

Group Activity

We have 3 BIG Easy Charts labelled A, B and C.

Note which group you are in.

Your group will receive post it notes from each Strategic Area.

Your job is to place each initiative onto the BIG Easy matrix based on Return and Effort.

The discussion and debate is part of the alignment process.

Consider the resources required (money, time, people-skill/capacity) to execute.

Hint more resources = more difficult.

And the BIG Easy's are...

Assign a spokesperson from your table to present your BIG Easy prioritization.

Share relevant discussion that led to your decision.

What were your ah-hahs or top takeaway's.

BIG Easy Next steps

Formalize resources required (\$'s, people – skill/capacity, time) for initiative.

Sequence what will get done 1,2,3.

Determine WHO will do WHAT by WHEN.

As a result of today what is one thing you will...



Stop
Doing



Start
Doing



Continue
Doing

Questions



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