

EXERCISE 3: STRATEGIC PRIORITY MATRIX

Instructions: Plot each major business activity using your Session 1 revenue data and mission alignment ratings.

Matrix Axes:

- **X-Axis:** Mission Alignment (Low 1-5, High 6-10)
- **Y-Axis:** Revenue Impact (Use your actual \$/hour from Session 1)

Zone 1: Mission-Aligned Money Makers

High Mission Alignment (6-10) + High Revenue (Above your average \$/hour)

Activities:

- _____ (\$/hr: _____ | Alignment: _____)
- _____ (\$/hr: _____ | Alignment: _____)
- _____ (\$/hr: _____ | Alignment: _____)

Zone 2: Passion Projects

High Mission Alignment (6-10) + Low Revenue (Below your average \$/hour)

Activities:

- _____ (\$/hr: _____ | Alignment: _____)
- _____ (\$/hr: _____ | Alignment: _____)
- _____ (\$/hr: _____ | Alignment: _____)

Zone 3: Profitable Misalignments

Low Mission Alignment (1-5) + High Revenue (Above your average \$/hour)

Activities:

- _____ (\$/hr: _____ | Alignment: _____)
- _____ (\$/hr: _____ | Alignment: _____)
- _____ (\$/hr: _____ | Alignment: _____)

Zone 4: Energy & Money Drains

Low Mission Alignment (1-5) + Low Revenue (Below your average \$/hour)

Activities:

- _____ (\$/hr: _____ | Alignment: _____)
- _____ (\$/hr: _____ | Alignment: _____)
- _____ (\$/hr: _____ | Alignment: _____)