

The Impact Score

A guide for deciding what actually needs your attention now

THE IDEA

In “Manufactured Urgency,” I talk about the difference between something that is truly urgent and something that simply feels urgent. Not everything important needs to trigger a fire drill, and treating everything like one is unsustainable.

The problem is that urgency can be hard to judge in the moment, especially when someone else has already decided something needs to happen right now. This Impact Score chart gives you a way to slow down long enough to look at two things: what’s actually at risk and how broadly the impact will be felt. It won’t turn urgency into a perfect science, but it can help separate the truly urgent from the merely important, inconvenient, or loud.



How to use this resource: Use this impact score chart when something lands on your plate labeled urgent. Work down the left side to consider what kind of impact it has. Then work across the top to consider how broadly that impact is felt, from multiple clients or executives all the way down to just you.

The closer something lands to the top left, the more likely it deserves immediate attention; the closer it lands to the bottom right, the more likely it can wait.

MOST IMPORTANT

LEAST IMPORTANT

MOST IMPORTANT

LEAST IMPORTANT

	Multiple clients	1 client	Execs	Leader	Another department	Our department	Our team	Only me
Is a compliance issue:	☐	☐	☐	☐	☐	☐	☐	☐
Is a liability issue:	☐	☐	☐	☐	☐	☐	☐	☐
Is affecting current revenue:	☐	☐	☐	☐	☐	☐	☐	☐
Is affecting brand or reputation:	☐	☐	☐	☐	☐	☐	☐	☐
Is affecting future revenue:	☐	☐	☐	☐	☐	☐	☐	☐
Affects these roles:	☐	☐	☐	☐	☐	☐	☐	☐
Is being waited for:	☐	☐	☐	☐	☐	☐	☐	☐
Is a dependency for:	☐	☐	☐	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐	☐	☐	☐

