

The Priority & Owner Grid

Three priorities · one name on each · one sentence for what done looks like

COMPANY

QUARTER

DATE

If you did nothing else this quarter but these three things, would the year start to exceed expectations?

If the answer is yes, you have your three. If you are not sure, you still have too many.

THIS QUARTER'S SHEET

PRIORITY	OWNER	WE'LL KNOW THIS IS DONE WHEN

COLUMN TWO IS THE HARD ONE

One name. Not a department, not "sales and ops together." A priority with two owners has no owner, because the day it starts to slip, each of them assumes the other is taking care of it. The owner is not the person who does all the work. The owner is the one person who answers for the outcome.

Three rows is the whole design. If you find yourself adding a fourth, you are not adding a priority. You are taking focus away from the three you already have. Put this where it stares back at you.