



Better budgeting

4 – Prioritising the tasks

In the last article we began with all the objectives and detailed tasks we're expected to complete. Some of these will be more important than others.

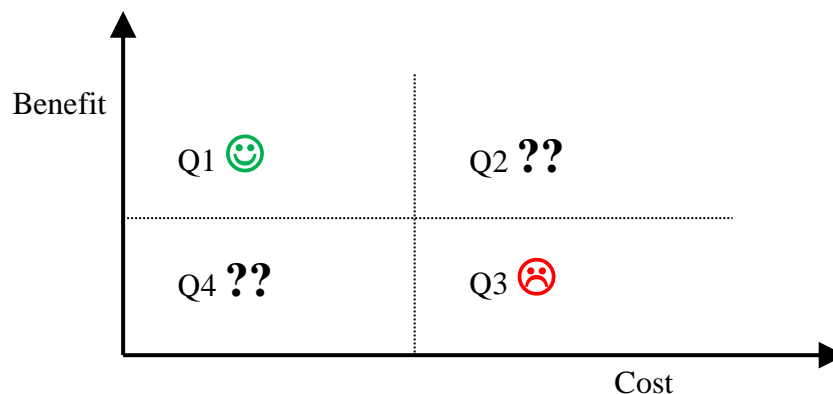
The second article (allocating budgets) ended with the question:

What are your organisation's objectives, and how do you help achieve them?

The only justification for spending your organisation's money is to help achieve its objectives. How well do the detailed tasks and objectives you're planning help achieve those objectives? Go through the list again and prioritise the tasks and objectives according to how well they do this.

Some tasks will be really high priority: these are the ones we must achieve at all costs. Others will be much lower priority. If they contribute little towards achieving the organisation's objectives, they'll be on the list of tasks we can drop.

Another way of looking at your tasks and objectives is to compare their cost (time or money cost) against their benefit (how well they achieve your organisation's objectives). You'll probably end up with a spread like this:



The things in quadrant 1 (Q1) are great! Q3 tasks are the things we can stop doing; no-one will miss them; and we'll save a lot of resources.

The challenge is to make things in Q2 cheaper, and get more benefit out of the things in Q4, without increasing their cost.

This exercise will help you start to challenge everything with the question "Why are we doing this?"

[< PREVIOUS](#)

[NEXT >](#)