

# The Pyramid of Priority

## Discretionary projects

- Lower priority but Just Do It (JDI)
- Discretionary: some head space for priority that just lands and JDI - pulls from below
- Good ideas but not to detract from strategic projects

## Strategic projects

- Key focus for the business
- Majority of resource/budget
- Need protecting
- Accountability with SLT
- Strategic projects: above capacity and squeezed by either side: BAU or new shiny or JDI always wins

## Small change

- Ringfence resource to allow small change
- Provides focus for teams/clear priorities
- Maintain entrepreneurial approach
- Maintain engagement with business
- Dialed up or dialed down

## Support

- Keeps the lights on
- Competes for same resource as projects
- Will always “top trump” projects

