High

Payoff

Low

**PICD CHART**

|  |  |
| --- | --- |
| Implement  (Just Do It)  **I**  **M**  **PACT** | Challenge |
| Possible | Disregard |

Easy Difficulty Hard

**EFFORT**

Low Payoff, easy to do – **P**ossible

High Payoff, easy to do – **I**mplement

High Payoff, hard to do- **C**hallenge

Low Payoff, hard to do – **Disregard**

Decide where an idea falls on the PICD chart when faced with multiple improvement ideas.