# Video transcript

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## Prioritising your work

The one truth for all of us is that there's more work in the world than we have time to do it. That's true of me in my daily life. That's true of our business, our organization, there's more great ideas than we can possibly do. And so, the only choice that you have available to you is to prioritize: to choose what the highest value items are and do those highest value items first. And the really low value items? Well maybe you never get to them, but that's okay because you've got your highest value items done.

Now, the way to do that? Lots of different ways. Have a conversation about value in your organization: what does value mean to you? Could be profit, revenue, things like that. Could be reducing costs. Could be improving customer experiences, or employee experiences, managing risk and so forth. It could be anything. And what you want to do is get a common understanding of all of those different components of value and talk about it. So, when you get that new task, you say: "well, how large is this on the value scale?" Is this really high value, really large value, or is it, like: "yes it's important, but actually, in the scheme of things is quite low value".

Prioritization is really a bunch of people getting on the same page about value. And one of the easy ways to do that is to go through each ticket, through each item of work, through each priority, or project, or process, and say: "how much value are we going to get from this?" And you can imagine that as like t-shirt sizes – it's a really easy way to conceptualize it. So, you got small t-shirts, or extra small t-shirts, through to large, or XL, or XXL, or whatever the scale is that you want for your organization. And you go through each of those tickets and you say: "well, where does this fit on that scale?" And you can just do that quickly, as a group and say: "oh, this is a small t-shirt, this is a large t-shirt, this is a medium t-shirt." And you can prioritize in that way, so that then you do all of your large value items first, and all of your small value items later.