

Silver Bullet Matrix

What This technique is used to identify goals with the greatest possible impact on organizational values (values score) and the goals with the greatest potential impact in a system (Gap Score). It helps a group determine what goals/actions to select based on impact potential to values and causal factors related to other goals.

When This technique is used in strategic planning as a follow-on technique to the Interrelationship Digraph and Values Coding Matrix.

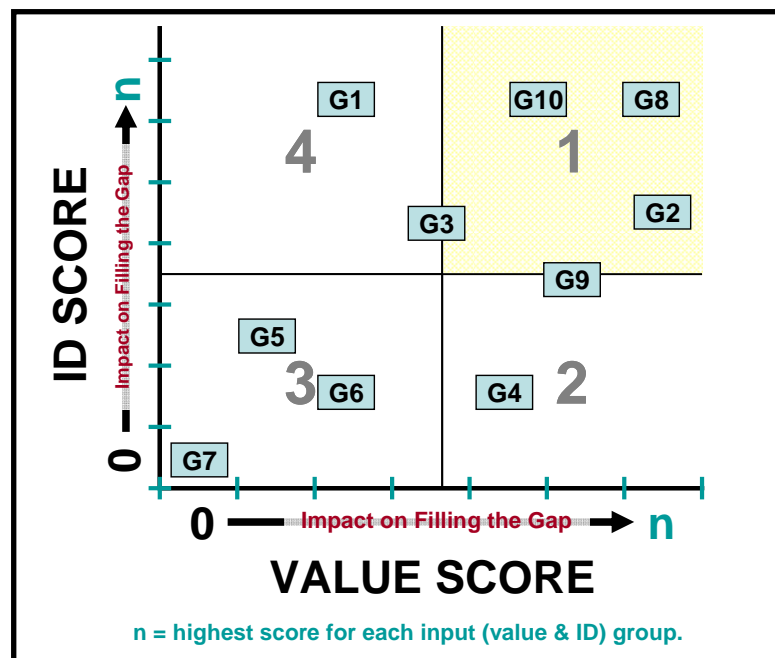
How 1. **Invite the right people:** This method assumes that the people that show up are the right people to make the decision. Therefore people that are invited are very important to the success of the results.

2. **Create a Matrix:** Create a 4 quadrant matrix on flip charts or sticky wall and label as shown below.
Value Score Label – Identify highest Value Score and place on far right of horizontal axis.
ID Score Label – Identify highest ID Score place on top of left vertical axis.
 Junction of the vertical and horizontal axis (lower Left corner) is 0. distribute scale evenly on both axes.

3. **Create Goal Tags:** Create goal tags for all potential goals as illustrated below. Use plain paper on Sticky Walls or Post-it notes for Flip Chart or paper charts.

4. **Position Goal Tags:** Place the Goal Tags at the position representing the intersection of the ID Score and the Value Score on the matrix.

5. **Discuss the Results:** discuss the following questions related to the Silver Bullet Quadrant, upper right. What are your observations about the silver bullets? Which of the goals in the Silver Bullet Matrix must be worked? How do you feel about the results?



6. **Organize Priority Output:** Move goal cards from Quadrant 1 to list. Ask for advocates to lobby for goals in Quadrants 2 or 4. Organize by combining scores (Gap and ID) then discuss the number of goals to pursue.

Goal #	Goal Short Title
Value Score	ID Score