

From Fragmented to Frictionless: A Workflow Prioritization Matrix for Continuing Education

Identify the learner and operational workflows where improvement can create the greatest impact.



Redesigning operations starts with people, process, and data rather than software. Identify several pain points, score them using the criteria below, and then use the Workflow Scoring Matrix to compare value against effort and choose a practical starting point.

1

Identify

List the workflows that are pain points or high-priority opportunities.

2

Score

Score each workflow from 1-5 using the criteria below.

3

Prioritize

Plot each workflow on the Workflow Scoring Matrix below to identify where to start.

Scoring Criteria

Impact on Learners	How much will this improve the learner experience or outcomes?
Volume / Reach	How many learners or transactions does this workflow affect?
Time / Cost Savings	How much staff time, administrative effort, or cost could be reduced?
Strategic Alignment	How strongly does this support institutional goals or current initiatives?
Effort to Improve	How complex or resource-intensive would it be to redesign or improve?

Scoring Direction: 1 = Low 2 = Low - Medium 3 = Medium 4 = High 5 = Very High
For **Effort to Improve**, a higher score means greater difficulty or resource requirements.

Scoring Scale

Criterion	1 - Low	3 - Medium	5 - Very High
Impact on Learners	Minimal effect	Noticeable improvement	Major improvement
Volume / Reach	Few learners	Moderate volume	Most learners/high volume
Time / Cost Savings	Minimal savings	Meaningful savings	Significant recurring savings
Strategic Alignment	Limited connection	Supports a current goal	Advances a major priority
Effort to Improve	Simple/localized	Moderate coordination	Complex/cross-functional

Your Scoring Matrix

Workflow	Impact on Learners	Volume/ Reach	Strategic Alignment	Time / Cost Savings	Effort to Improve

Workflow Examples: Course Registration • Payment & Invoicing • Instructor Onboarding • Certificate Issuance • Refund Processing • Course Reminders

Workflow Scoring Matrix

Compare value vs. effort to focus on the workflows that deliver the greatest impact

How To Use This Matrix

1

Use the workflows scored above.

2

Add the four value scores.

3

Use Effort to Improve for the row.

4

Find the zone and compare.

5

Choose one workflow and one next step.

Value Score = Learner Impact + Volume/Reach + Time/Cost Savings + Strategic Alignment (4-20).
Effort row = Effort to Improve score calculated above (1-5).

Low Value 4-8

Medium Value 9-12

High Value 13-16

Very High Value 17-20

Low
Effort
1-2

DEFER / RETHINK
Low value. Do only with a clear reason.

QUICK WIN
Strong candidate to start soon.

QUICK WIN
Prioritize for early action.

TOP PRIORITY
Prioritize and scale.

Medium
Effort
3

DEFER / RETHINK
Deprioritize

CONSIDER LATER
Revisit after stronger opportunities.

PRIORITY PROJECT
Strong improvement candidate.

PRIORITY PROJECT
Move forward with planning.

High
Effort
4-5

DEFER / RETHINK
Avoid for now or redesign.

DEFER / RETHINK
Reassess scope or approach.

STRATEGIC INVESTMENT
Plan and resource carefully.

STRATEGIC INVESTMENT
Invest with strong planning.

Worked Example

Workflow	Impact	Volume	Alignment	Savings	Value	Effort	Zone
Course Reminders	3	5	3	4	15	1	Quick Win

Value = 3 + 5 + 3 + 4 = 15 (High); Effort = 1 (Low); result = Quick Win.

Your Workflows And Their Zone

Workflow	Value Score	Effort	Zone	Next step