

Cost vs Benefit

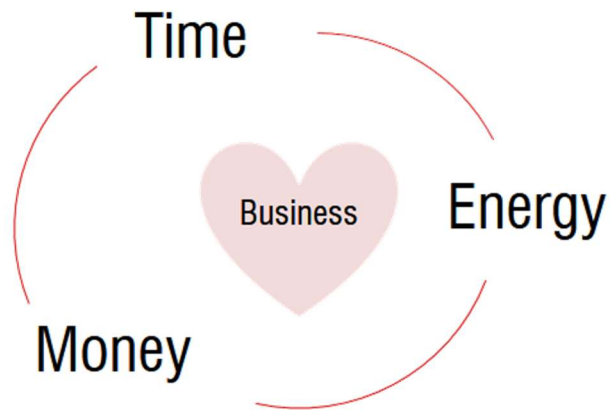
Use this simple tool to plot out the costs of an activity and measure it against the benefits.

- Rather than being put off by having to come up with exact figures, use scoring:

Score

High = 3
 Medium = 2
 Low = 1

- Remember, costs can be intangible
- The main types of costs are:



Cost	Score	Benefits	Score

Total: _____

- List all the costs and benefits
- Allocate a score
- Add them up at the end
- If the cost is more than the benefit, it's OK to say 'no', but trust your instincts, apply a 'sense test' (does it make sense) before deciding

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