ICANN Planning Prioritization Framework Project:
Notes on PrioritizationTechniques

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1. Introduction

This document provides a briefing on research and analysis of a set of existing prioritization techniques used as an initial basis to evaluate methods appropriate to use in a [prioritization process for the ICANN planning process](#).

Prioritization process is a process of making choices and making decisions. Decision making tools such as prioritization techniques or models can help organizations in the process; however it is widely acknowledged that, ultimately decisions are often judgment calls that represent inherently subjective views of the people making decisions. Therefore the use of a technique should be considered just one step in the process, and needs to be used effectively to enable dialogue about what activities should be prioritized.

The ICANN organization (org) planning team conducted desktop research of prioritization techniques that may be useful models to examine in the context of prioritization at ICANN. Based upon this, 12 techniques were analyzed and are presented in this paper.

The language used describing each technique in this paper is the original language used on the websites where the information was found. The selected two or three techniques are anticipated to be "adjusting" to adapt its terminology to ICANN context. For example, changing "customer" to "stakeholder", or "market" to "community". In this case, a footnote is included to explain that the terms have been adapted to fit ICANN context, but the original technique and language is available in the references.

All 12 techniques were first assessed in terms of their general applicability using guiding principles noted below. Some were deemed to be ineligible in scale, input or function (e.g., a technique that guides prioritization of individual work flow rather than at an institutional level or focused on resources and people).

Guiding principles to help determine applicability to ICANN context.
1. Easy to understand, avoiding unnecessary complexity, and suited for supporting decisions with efficacy
2. Relevant to mission-driven organizations like ICANN
3. Collaborative in developing agreed-upon parameters to inform prioritization decisions

Following this first assessment of basic applicability to ICANN context, a set of four techniques were selected by org to be "potential prioritization techniques." Each of these techniques was further explored and evaluated using general pros and cons (e.g., simple, easy to use vs. complex).

Assessment of Prioritization Techniques

Criteria for Evaluating All Techniques:

1. Inclusive of diverse stakeholder perspectives and offers a way to foster collaboration and consensus-building in reaching prioritization decisions.
2. Reflects or can embody a mission-driven approach to prioritizing work that aligns with commitments, core values, and strategic objectives.
3. Provides a systematic process for participants to understand the complexities surrounding potential project work.
4. Enables understanding of potential synergies and trade-offs of different prioritization decisions.

2. Prioritization Techniques Researched

Each prioritization technique is presented and described, in order of most-to-least applicable based upon this initial assessment applying the draft criteria for evaluation. Each prioritization technique description includes:

- the rationale for the technique (e.g., why it is useful);
- the key characteristics;
- a summary of how the technique works;
- general pros and cons

Table 1. 12 Techniques Examined

1. Hierarchy of Purpose	7. Value vs. Complexity
2. Urgent-Important Matrix	8. Importance/Performance Matrix
3. Team Gantt	9. Thrive Guide to Prioritization
4. Transparent Choice Project Prioritization	10. DACI Decision-Making Framework
5. Risk-Cost-Value-Effort (RCVE)	11. Kano Model
6. Opportunity Scoring	12. Quality Function Deployment (QFD)

3. Prioritization Techniques Ranked as Potential for ICANN

During the 17 community consultations between April 2021 and January 2022, org presented an overview of the four potential techniques.

Technique #1: Hierarchy of Purpose[1]

Introduction: The most successful executives and organizations have a laser-like focus on a small number of priorities. Prioritizing increases the success rates of strategic projects in addition to the alignment and focus of senior management teams around strategic goals. It eliminates doubts for the operational teams when faced with decisions and importantly, builds an execution mindset and culture. While not a business value approach like Team Gantt, research shows that prioritizing projects yields reductions in costs (estimated at ~15%).

Characteristics:
- Emphasizes alignment across organizational leadership that cascades to the rest of the organization
- Clarifies what is most important, in priority order, providing clear direction to inform all decision-making, especially when there are multiple competing priorities
- Calls for hierarchy of purpose to be embedded across the organization and provide consistent guidance, including across strategic objectives
- Recognizes that 100% alignment between strategic objectives and projects is not possible but recommends the top 20 projects are fully aligned with strategic objectives

Hierarchy of Purpose Framework:
- **Purpose.** What is the purpose of the organization and how is that purpose best pursued? What is the strategic vision supporting this purpose?
- **Priorities.** Given the stated purpose and vision, what matters most to the organization now and in the future? What are its priorities now and over the next two to five years?
- **Projects.** Based on the answers to the first two points, which projects are the most strategic and should be resourced to the utmost degree? Which projects align with the purpose, vision, and priorities, and which should be paused or eliminated?
- **People.** Now that there is clarity around the strategic priorities and the projects that matter most, who are the best people to execute those projects?
- **Performance.** Traditionally, project performance indicators are tied to inputs (e.g., scope, cost, and time). They are much easier to track than outputs (such as benefits, impact, and goals). However, despite the difficulty companies have in tracking outputs, it's the outputs that really matter. What are the precise outcome-related targets that will measure real performance and value creation? Reduce your attention to inputs and focus on those instead.

Pros:
- Grounded in organizational purpose and vision which aligns well with organizational mission and values
- Creates a clear hierarchy of purpose which, when embedded across the organization, can provide consistent and clear guidance for all decision-making on what to prioritize

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[1] Created by Antonio Nieto-Rodriguez, Project Management Expert. See: article at Harvard Business Review. Also see: *The Focused Organization,* Antonio Nieto-Rodriguez.

- Emphasizes tracking outcome-related targets (e.g., impact, benefits)

Cons:
- Unclear where and how the bottom-up community approach fits in since it emphasizes top-down decision making in setting a clear hierarchy of purpose and using this to inform decision-making on project priorities
- May require dialogue with the community, org and Board to reach collective understanding and agreement on the org's hierarchy of purpose
- People and resources are not applicable at the first stage of prioritization

Applicability to ICANN:
- Appropriate for a mission-driven organization such as ICANN
- Could be useful when applied in combination with another framework

Technique #2: Urgent-Important Matrix

Introduction: The Urgent-Important Matrix, also known as the Eisenhower Decision Matrix, is a powerful tool for time management. This technique helps decide on and prioritize your tasks based on urgency and importance while sorting out less urgent and less important tasks.

Characteristics:
It was named after Dwight D. Eisenhower, the 34th President of the United States, known for his high output and organization. The Eisenhower Matrix uses a 2×2 grid to rank tasks on two key characteristics:
- Importance of the task to the overall success of the mission
- Urgency with which the task needs to be carried out

The matrix's popularity stems from the fact that its broad framework can be applied by a wide range of organizations to a wide range of situations. It can be as easily used by a bank to assess a merger as it can be used by a group of soldiers to assess a hostage rescue mission.

As a guide, urgent tasks are those pressing concerns that need to be addressed right away, while the important ones are those needed to reach strategic and operational goals.

Framework:
1. **Important but Not Urgent Tasks**

These tasks are critical to the success of the overall mission but do not need to be completed within a short span of time. Important but Not Urgent Tasks cannot be delegated to outside agents and must be completed by the organization's key stakeholders. The tasks, however, should be scheduled either in the future when they become urgent or at a time when there are no important and urgent tasks remaining.

2. **Important and Urgent Tasks**

These tasks are critical to the success of the overall mission and need to be taken within a short span of time. Important and Urgent Tasks should be prioritized over other types of tasks. They

should be the first item on the organization's to-do list. The tasks that can't be delegated to outside agents and must be completed by the organization's key stakeholders. In addition, Important and Urgent Tasks must be accomplished as soon as possible and should not be scheduled at a later date.

3. Not Important and Not Urgent Tasks

These tasks are not critical to the success of the overall mission and do not need to be taken within a short span of time. In the short term, the organization should aim to delegate Not Important and Not Urgent Tasks to outside agents. In the long term, they are tasks that the organization should stop doing.

4. Not Important but Urgent Tasks

These tasks are not critical to the success of the overall mission but need to be taken within a short span of time. Not Important but Urgent Tasks should be delegated to outside agents. The organization's key stakeholders should avoid spending their own time and resources on this category of tasks. The vast majority of tasks an organization faces falls in this category. Therefore, such tasks are the biggest drain on the resources of an organization.

Pros:
- Simple tool for considering the long-term outcomes of tasks and focusing on what will be most effective, not just most productive.
- Helps visualize tasks in a matrix of urgent and important. Urgent & Important tasks and projects need to be completed immediately.

Cons:
- It may be too simple for some types of prioritization.

Applicability to ICANN:
- Appropriate for a mission-driven organization such as ICANN
- Could be useful when applied in combination with another framework

Technique #3: Teamgantt[2]

Introduction: It is difficult to determine what to tackle first amongst competing demands and projects. This five-step process is grounded in first understanding how the project will impact business. The term "business" may be defined to include financial, human resource, customer service, or other types of value the project could offer.

Characteristics:
- Underscores the importance of viewing prioritization and how it impacts business
- Simple, five-step method includes a 2x2 matrix for mapping project urgency vs. importance

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[2] See: How to Prioritize in 5 Easy Steps.

- Recommends tackling urgent *and* important projects first
- Suggests organizational bandwidth as a constraint to execution
- Indicates that bandwidth be allocated first to the biggest projects and alternating between big and small projects to avoid burnout

Five-Step Process & Detailed Questions to Consider
1. Start prioritizing projects based on business value
    a. What's the objective or business goal of the project?
2. Set priorities by identifying urgent and important projects
    a. What is the project deadline?
    b. Any key milestones, important dates, or time constraints?
    c. What criteria will you and your client use to determine project success?
3. Assess your own bandwidth
    a. Who is responsible for which project deliverables? Who are the stakeholders involved?
    b. How will you communicate feedback and inform stakeholders of project success?
    c. Has your team been through a similar project in the past?
    d. Any obstacles that could prevent success?
4. Learn to say, "No" to projects
5. Be flexible with the project prioritization process

	URGENT	NOT URGENT
IMPORTANT	Priority 1	Priority 2
NOT IMPORTANT	Priority 3	Priority 4

Pros:
- Simple, easy to follow method
- Prioritizes based on urgency and importance

Cons:
- May be geared more toward private sector and for-profit companies in terms of "business impact"
- Considers bandwidth constraints as this is part of the second step in the planning prioritization process

Applicability to ICANN:

- Some features of this approach may be useful to consider in creating a "hybrid" approach as this technique is very similar to the Urgent-Important matrix

Technique #4: Transparent Choice Project Prioritization[3]

Introduction: Prioritization of projects is much more than a budgeting process. Prioritizing projects and embracing a project portfolio approach yields multiple benefits such as: increased project success rates; improved return on investment; elimination of obsolete efforts; increased project team buy-in and alignment around goals; and efficient resource allocation. Effective prioritization entails fostering collective agreement around developing appropriate criteria and weighting for those criteria to use in scoring relative priority of projects.

Characteristics:
- Articulates a clear definition and understanding of criteria—a frequently misunderstood and misused term in project prioritization
- Many organizations are more comfortable with numeric, weighted criteria as the basis for making informed decisions about which projects to prioritize and executive. However, it is still important to acknowledge that ultimately decisions are often judgement calls that represent inherently subjective views of the people making decisions (regardless of mathematical criteria behind them).
- Using criteria and weighting can help to ensure some degree of consistency in decision-making and continued alignment with strategic objectives.
- Suggests a participatory approach involving internal and external stakeholders in the process of developing and agreeing up criteria and their relative weight.
- Ideally, criteria would be limited to five with a maximum of nine. Criteria are not hierarchical or interdependent. The independence of criteria is critical for making a decision. Criteria should reflect a clear description and a statement of "why it matters".
- Criteria are best developed based upon stakeholder interviews, then draft criteria can be tested with stakeholder groups for feedback.
- Weighting would be divided into fifths (0; 25; 50; 75; 100) and prospective projects would be weighted in terms of how much they contribute to meeting the specific criteria. For example, if one criterion is the "image of the company" then projects would be assessed and weighted in terms of the degree to which they positively contribute to the image of the company. Some projects may not contribute at all to a specific criterion and would be weighted as "0".
- Stakeholders would need to agree to both the criteria that are developed and the subsequent project weighting assessment against those criteria. This involves stakeholder dialogue and consolidation of diverse viewpoints if different stakeholders weigh a project quite differently.

Project Prioritization Process:

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[3] See: Project Prioritization, The Ultimate Guide. Also see: 4 Signs Your Project Prioritization Criteria just won't work

1. Value Definition | Apply organizational strategic goals as the criteria for scoring and prioritizing projects
   a. Develop criteria in consultation with internal and external stakeholders
2. Weight your Criteria | Recognizing criteria that are not equally important will require weighting. This requires a process to build stakeholder agreement around the appropriate weighting of those criteria and how the value of projects will be measured.
3. Evaluate and Score your Projects | Evaluate projects against agreed upon criteria and against the existing portfolio. This requires collecting basic information about projects; scoring projects against criteria; estimating resources to deliver; estimating the risk; other information.
4. Consult with Stakeholders | Check that stakeholders agree with the relative weighting of prospective projects against the criteria.

Pros:
- Comprehensive and systematic approach to prioritization
- Criteria and weighting create some degree of consistency in decision-making and continued alignment with strategic objectives.
- Participatory approach with diverse stakeholders
- Improved transparency and opportunities to generate buy-in

Cons:
- May be overly complex and time-consuming to develop criteria with stakeholders, assign weighting and seek stakeholder input and approval
- May be confusing for some stakeholders

General Applicability to ICANN:
- Appropriate for a mission-driven organization such as ICANN
- Could be useful when applied in combination with another framework

4. Prioritization Techniques Not Ranked as Potential

Technique #5: Risk-Cost-Value-Effort Project Prioritization Matrix[4]

Rationale: The Risk-Cost-Value-Effort (RCVE) matrix is best used when an organization needs to prioritize a series of important issues and decide which ones it wants to focus on to achieve their strategic and operational goals. When using the RCVE matrix the leaders need to carefully consider what comes out of the prioritization and to use that information as a guideline and not a definitive answer. Look at the prioritization and make sure it makes sense based on the experience.

Characteristics:
- Engages a group of stakeholders to reflect on issues to be prioritized

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[4] See:
https://www.processexcellencenetwork.com/lean-six-sigma-business-performance/articles/decisions-decisions-the-rvce-prioritization-matrix

- Utilizes a set of decision criteria important to an organization's future: risk, cost, value, effort (RCVE)
- Calls for the stakeholder group to prioritize
- Requires the stakeholder group to develop a consensus definition of what each of the four criteria mean to the organization and stakeholders to provide consistent evaluation
- Uses a 2x2 matrix for mapping the relative values for each issue/project against the four criteria
- The four quadrants provide guidance on which projects to avoid, investigate, consider, and prioritize

RCVE Steps and Matrix:
1. Convene a group of stakeholders for the issues to be prioritized.
2. Give everyone in the group a list of the issues to be prioritized with an explanation of what each issue title encompasses.
3. As a group, evaluate each issue in terms of the four decision criteria (Risk, Value, Cost, and Effort). Before starting the evaluation, develop a group consensus definition on what each of the criteria means to the organization and the stakeholders. This will help to have a consistent evaluation of each issue.
4. Draw the RCVE Matrix on a white board or flipchart as shown below.
5. Evaluate each issue and rank them from high to low for each criterion and then place the issue in its appropriate place in the matrix.
6. Once each issue is evaluated, ranked, and placed in the matrix it is time to decide what you should implement.
   a. Quadrant 1 - these issues should be avoided since they have high risk and cost plus low value.
   b. Quadrant 2 - these issues you may want to consider in the future as other more important ones are implemented first. Consider these a second phase since they may be low level enablers for other more important things to get done.
   c. Quadrant 3 – these issues should be prioritized to get implemented since they have high value and effort but low cost and risk.
   d. Quadrant 4 – these issues are high in all four decision criteria but should be investigated since the payback in time and effort may be substantial to the organization.
5. Assign members of the group responsibility for getting the prioritized issues in Quadrant 4 accomplished and then look at the issues in Quadrants 2 and 3.
6. Accountability for the success of the RVCE model output should be monitored and evaluated on a regular basis.
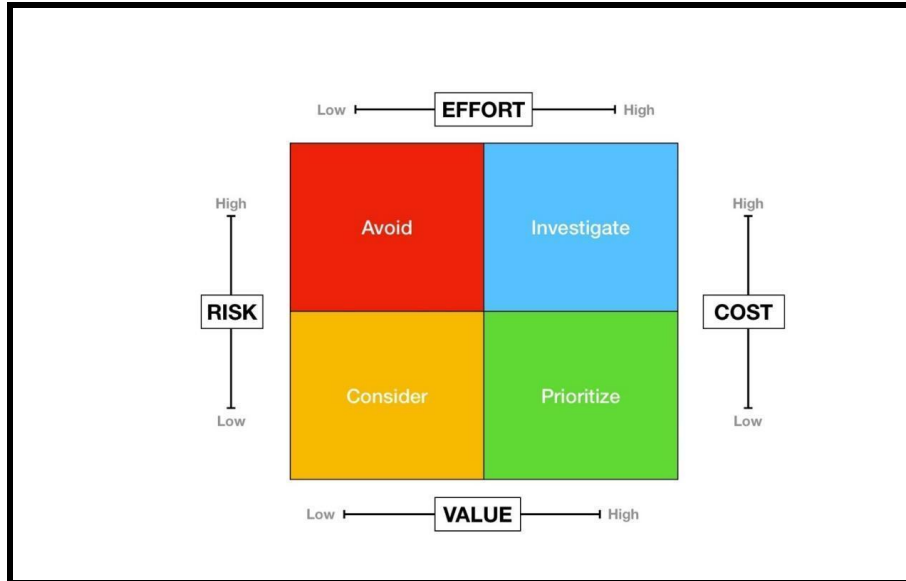
Pros:
- Simple, easy to understand and use
- Calls for collective stakeholder clarification and articulation of definitions for each criterion
- Stakeholder-centric

Cons:
- May be geared more toward private sector and for-profit companies in terms of "business impact"
- Considers bandwidth constraints as this is part of the second step in the planning prioritization process

General Applicability to ICANN:
- Considers bandwidth constraints as this is part of the second step in the planning prioritization process thus not considered as potential

Technique #6: Opportunity Scoring Outcome-Driven Innovation[5]

Introduction: Many companies and organizations pursue an "ideas-first" approach to innovation and making decisions about which opportunities or ideas to pursue. Outcome-driven innovation (ODI) argues this approach is fundamentally flawed because it neglects consideration of unmet customer needs, known as a "needs-first" approach.

Characteristics:
1. When it comes to innovation, the job, not the product, must be the unit of analysis.
2. A job map provides the structure needed to ensure all customer needs are captured.

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[5] Outcome-Driven Innovation, developed by Anthony Ulwick. See:
https://www.fast-bridge.net/wp-content/uploads/resources/Strategyn%20_%20outcome%20driven%20innovation.pdf

3. When the job is the unit of analysis, needs take the form of customer-defined metrics.
4. ODI's "jobs-to-be-done" principles apply equally well to design innovation.
5. The opportunity algorithm makes it possible to prioritize unmet needs.
6. Opportunities (unmet needs) dictate which growth strategy to pursue.
7. Scattershot brainstorming doesn't work; sequenced and focused idea generation does.
8. Concepts can be evaluated with precision against customer-defined metrics.

Opportunity Scoring[6]: To conduct opportunity scoring (sometimes called opportunity analysis or gap analysis), the company or organization asks customers to rate the importance of several features in the product, and then to rate how satisfied they are with each. Those features that score high in importance and low in satisfaction represent opportunities. In other words, these features promise a strong return for the development time and resources needed to invest in improving them.
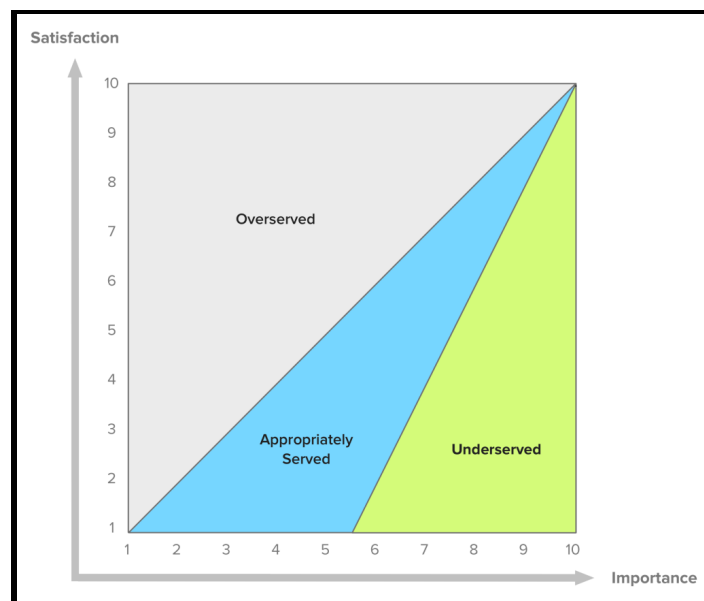
Pros:
- Customer/stakeholder-centric
- Focuses on the needs of customers/stakeholders and the jobs that need doing to address those needs

Cons:
- May be geared more toward private sector/for-profit companies in terms of uses.

General Applicability to ICANN:
- Appears to be more for profit oriented thus not considered as potential

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[6] Opportunity Scoring is part of the process of Outcome-Driven Innovation. For an overview of opportunity scoring see: https://www.productplan.com/glossary/opportunity-scoring/

Technique #7: Value vs. Complexity Prioritization[7]

Introduction: This technique allows a team to evaluate each initiative according to how much value the initiative will bring, and how difficult or complex it will be to implement. Initiatives are then plotted on a quadrant and prioritized accordingly. It is frequently used to standardize a set of decision-making parameters—value and complexity—which can apply to all initiatives competing for space in the planning and budget roadmap.

Characteristics:
- Engages a team or group in collectively determining an initiative's value to the organization, customer, stakeholders in relation to how complex it is to execute
- Determining the value score may need to consider multiple factors (e.g., breadth of stakeholders reached, relationship to the brand, value to stakeholders vs. value to the company).
- Determining the complexity score could include scoring across different categories such as operational costs, time needed, risk, and in-house skills needed
- Initiatives are scored and then plotted in a 2x2 matrix to help prioritize work
- The quadrants provide guidance on which work to prioritize based upon low-high value and low-high complexity.

Value vs. Complexity Matrix & Steps:
For each initiative under consideration, the team will make two separate assessments:
1. How much value it anticipates the initiative to deliver.
2. How much effort implementing it will require.

The objective of this prioritization exercise is to uncover those initiatives that promise to deliver the most value for the least effort.

The initiatives that deliver the highest value and require the least effort will represent the top-priority items to add to your product roadmap. The initiatives that fall on the other end of the spectrum—promising relatively low business value and a high degree of difficulty to implement—should probably be eliminated.

Two types of value subcategories to consider:
- The value an initiative will deliver to your customers more broadly. This type of value would include, for example, the degree to which your initiative will reduce users' pain or improve their efficiency, and how urgently your market seems to be demanding it.
- An estimation of the initiative's direct business value to your company. This value might be reflected in terms of acquiring new customers, retaining existing customers and the anticipated new revenue the initiative will bring.

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[7] See: https://www.productplan.com/glossary/value-vs-complexity/

Initiatives should be scored against the value subcategories and totaled into a single numerical score which represents that initiative's value to the company.

Determining complexity of an initiative is to estimate the initiative's overall cost to the business but may include complexity subcategories such as:
- Operational costs
- Time required to implement and execute
- Risk
- In-house skills needed

Once initiatives have been plotted on the matrix, the quadrants will provide guidance on which initiatives to prioritize: high value, low complexity; high value, high complexity; low value; high complexity; and low value, low complexity. The first quadrant of high value, low complexity typically represents the top priorities, followed by high value, high complexity.
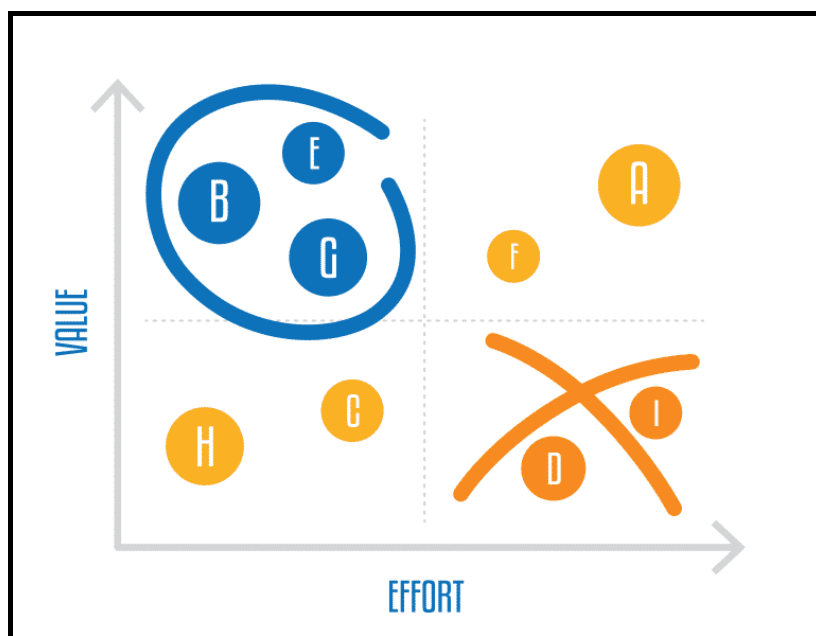
Pros:
- Simple to understand and use
- Calls for collective/group identification of value and complexity for potential initiatives
- Includes subcategories to express subtleties of what value and complexity mean

Cons:
- May be geared more toward private sector and for-profit companies in terms of uses.

General Applicability to ICANN:
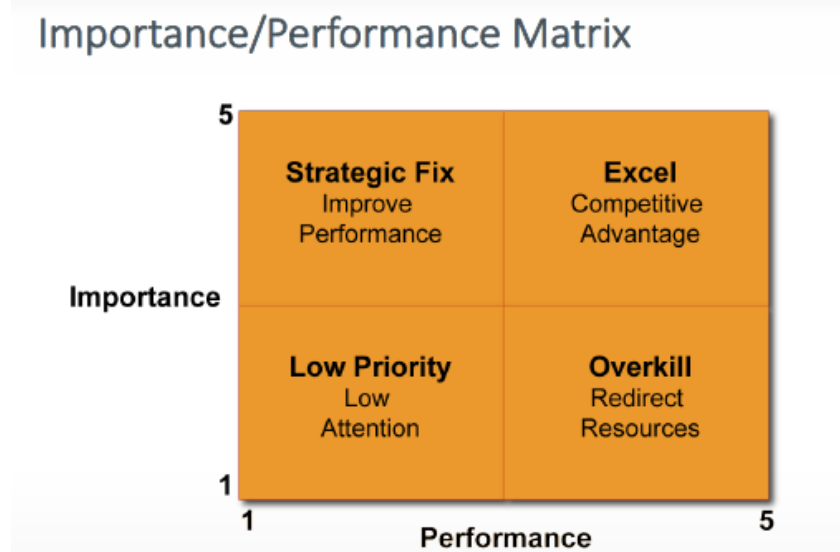- Appears to be more for profit oriented thus not considered as potential

Technique #8 : Importance/Performance Matrix[8]

Introduction: Typically part of strategic planning, this exercise can be helpful to collectively assess the top needs of customers (stakeholders) and how those needs relate to the organization's performance.

Characteristics:
- Emphasizes a customer-centric needs based approach
- Calls for those needs to be assigned a level of importance and the level of performance the organization is operating at for each need
- Uses a 2x2 matrix to determine where customer needs fall on scales of importance and organizational performance
- In cases where needs have high importance but the organization's performance is low, this may require a "strategic fix" in terms of updates to Strategic Planning efforts; in cases where needs are less important and organizational performance is high, this may indicate a need to redirect resources to better meet high importance needs.

Importance/Performance Matrix & Process:

Importance/Performance Matrix

Strategic Fix Improve Performance	**Excel** Competitive Advantage
Low Priority Low Attention	**Overkill** Redirect Resources

(Importance on the y-axis, scale 1 to 5; Performance on the x-axis, scale 1 to 5)

1. Select one product or service of your unit.
2. Identify the primary customer segment.
3. Make a list of the top three to five needs you think a customer would have. Then assign a level of Importance to each.
4. Then, rank how well your unit is performing in meeting your customer's needs.
5. Write each number in the appropriate quadrant on the Importance/Performance Matrix.
6. How does your group/organization Excel, and where is there a need for a Strategic Fix? What's Low Priority and What's Overkill?

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[8] The American Management Association developed the Importance/Performance Matrix.

Pros:
- Simple, easy to understand and use
- Customer/stakeholder-centric
- Focuses on meeting the needs of customers (stakeholders)

Cons:
- May be geared more toward private sector and for-profit companies in terms of uses.

General Applicability to ICANN:
- Appears to be more for profit oriented thus not considered as potential

5. Techniques Not Applicable to the ICANN Context

The following set of prioritization techniques while being researched were considered as not applicable in ICANN context and as such the details are not presented here.

Technique #9:Thrive Guide to Prioritization

[Thrive Guide to Prioritization](#): focuses on prioritization of individual staff time in order to improve efficacy and performance.

Rationale for Being Not Applicable to ICANN: While this guide may be helpful to consider in terms of overall organizational performance and creating a culture of prioritization, the guide does not provide much in the way of how to prioritize organizational-level projects. Overall, it is not applicable.

Technique #10 : DACI decision-making framework

[DACI decision-making framework](#): designed to improve a team's effectiveness and velocity on projects, by assigning team members specific roles and responsibilities when it comes to group decisions.

Rationale for Being Not Applicable to ICANN: DACI may be useful for project teams and tackling complex efforts within the organization. Elements of it could be adapted to include stakeholders as 'contributors' but it lacks a centralized process for stakeholders to understand overall prioritization of work (aside from the handful of individual 'approvers').

Technique #11 : KANO Model

[Kano Model](#): an approach to prioritizing features on a product roadmap based on the degree to which they are likely to satisfy customers. Product teams can weigh a high-satisfaction feature against its costs to implement, to determine whether or not adding it to the roadmap is a strategically sound decision.

Rationale for Being Not Applicable to ICANN: the Kano model is customer (stakeholder) centric, but it focuses on product features (basic, excitement, and performance features). It may be helpful in fine-tuning features of a project and/or provide useful guidance on how to think about basic vs. enthusiastic stakeholder support, but it seems less helpful with supporting decisions over which projects to prioritize across ICANN overall.

Technique #12: Quality Function Deployment

Quality Function Deployment (QFD): a model for product development and production that aids in translating customer needs and expectations into technical requirements by listening to the voice of the customer.

Rationale for Being Not Applicable to ICANN: aspects of this model may be useful to consider in a prioritization approach, given its emphasis on customers (stakeholders). However, the survey approach requires aggregating data into a single "voice of the customer" which may be too simplistic for reflecting the complexity and diversity of the ICANN community. In addition, it does not have a way to account for the voice of other stakeholders such as ICANN Board members and org staff.

6. Appendix: Glossary of Terms

Term	Definition
Prioritization	A process of arranging projects in order of importance and/or urgency to determine which to address first
Technique	the basic method(s) for prioritizing
Process	a series of actions or steps performed to achieve a particular result (in this case, prioritization)
Approach	Synonymous with technique. Some of the prioritization techniques presented here also use the term 'approach' in their work.
Framework	the ideas, information, and principles that form the structure of an organization or plan
Assessment Criteria	A standard or test for determining a prioritization technique's applicability to the ICANN context
Prioritization Criteria	Part of the prioritization technique; a measure for determining the importance or urgency of a project based upon a particular standard, rule, or test (e.g., relevance to ICANN's mission, values)