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| ***The Heart Quadrant*** | ***The Star Quadrant*** |
| Starting Point: Keep and contain costs | Starting Point: Invest and grow |
| * Can we envision this program achieving the same impact – or very close to it – with a different cost structure? * Is there a different revenue strategy to consider? | * Do we understand the needs and motivations of stakeholders who make the star possible? * Are there opportunities (i.e. new geography, new population, complementary programming) to expand the program’s impact and revenue? |
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| ***The Stop Sign Quadrant*** | ***The Money Tree Quadrant*** |
| Starting Point: Close or give away | Starting Point: Water and harvest, increase impact |
| * Can we innovate this program to move out of this quadrant? * How long will we give ourselves to move the stop sign? * Is that the best use of resources? | * Can the net surplus be increased and, if so, what investment will that growth require? * Are there means to reducing the program’s cost and improve the margin? * Are there ways to achieve greater impact by making the program stronger? |