

get it right on... Boston Matrix

The Boston Matrix was first developed by the Boston Consultancy Group and can be used to help organisations look closely at their funding portfolio in relation to the impact and effort needed to provide services. The matrix consists of 4 cells, each representing a different type of funding/service relationship.

PROBLEM CHILDREN <i>Services at an early stage of their life, requiring a large management input and where it is uncertain if they will be able to deliver the outputs desired.</i>	RISING STARS <i>Services which are maturing and appear to be developing as demand grows. This may mean that they need significant investment of time, effort and money to reach their desired outcomes.</i>
CASH COWS <i>Very mature services with a steady level of demand. Given its period of growth the service is likely to require lower levels of management input and be able to attract funding to continue its delivery.</i>	DOGS <i>Services which are no longer popular or in demand.</i>

Key questions to ask:

- Do you have enough services which are contributing rather than costing resource?
- How many 'problem children' do you have? Are there enough? Do they seem manageable?
- What will you do about any 'dogs' you identify?
- What plan do you have to manage 'cash cows' into the future?

West Dunbartonshire CVS produces a range of resources covering different issues of interest to community and voluntary organisations.
Please contact us directly if you would like one-to-one support or advice on any issue.