



**ImROC**

*InHealth*  
ASSOCIATES



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**The PSC**

# Pugh Matrix

Culture of Care: Staff Care and Development

# Pugh Matrix - guidance

## What is this tool?

A Pugh matrix will provide a semi-quantitative evaluation of each idea or option – you will be able to rank them according to the final score. This ranking depends on the weightings you select – if you change the weightings, you will get a different result.

## When to use this tool?

You can use this tool to challenge your thinking as well as to prioritise your ideas. It works for any decision in which several factors with different levels of importance are involved.

## Filling out the matrix

- Your weightings could be based on rankings (1, 2, 3, 4) or a set scale (e.g. 1-10)
- Use a simple scoring system to capture how well each option addresses a certain factor. You may wish to use a scale that allows negatives (eg -1 to 1).

# Pugh Matrix - template

Criteria / consideration	Weighting	Option 1	Option 2	Option 3	Option 4	Option 5
Criteria 1	0.5	2	-1	0	0	0
Criteria 2						
Criteria 3						
Criteria 4						
Criteria 5						
<b>Overall benefit</b>		1	-0.5	0	0	0

The overall benefit is calculated by multiplying the rating for the option (e.g. 2) by the weighting for the criteria (e.g. 0.5)

# Pugh Matrix - example

“Where should Oldtown University allocate the funding it received from a recent donation”

Criteria / consideration	Weighting	Increased tutor salary	Increased contact hours	New student bar	Digital learning system	Marketing Campaign
Tutor satisfaction	25%	3	2	-2	0	0
Student satisfaction	20%	2	3	3	2	-1
Increase in students	30%	0	2	3	1	3
Environmental impact	15%	0	0	-2	-1	-1
Speed of change	10%	3	3	0	1	2
<b>Overall benefit</b>		1.45	2	0.7	0.65	0.75