

For more information about the GE-McKinsey Matrix, visit www.mindtools.com/ge-mckinsey.

Step One: Determine Industry Attractiveness (vertical axis)

| | | BU 1 | | BU 2 | | BU 3 | | BU 4 | | BU 5 | |
|-----------------------|--------|------|----|------|----|------|----|------|----|------|----|
| Attractiveness Factor | Weight | R | WR | R | WR | R | WR | R | WR | R | WR |
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| TOTAL | | | | | | | | | | | |

Step Two: Determine Business Strength (horizontal axis)

| | | BU 1 | | BU 2 | | BU 3 | | BU 4 | | BU 5 | |
|-----------------|--------|------|----|------|----|------|----|------|----|------|----|
| Strength Factor | Weight | R | WR | R | WR | R | WR | R | WR | R | WR |
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| TOTAL | | | | | | | | | | | |

Key: BU = Business Unit, R = Rating, WR = Weighted Rating

Step Three: Plot the Information

