#### Worksheet

## **GE-McKinsey Matrix**



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								
TOTAL											

#### **Step Two: Determine Business Strength (horizontal axis)**

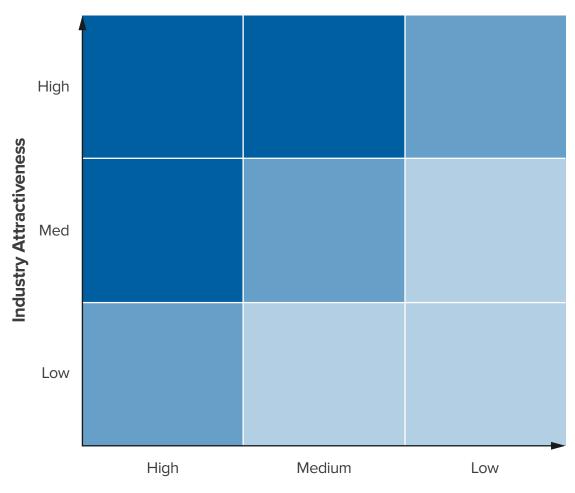
		BU 1		BU 2		BU 3		BU 4		BU 5	
Strength Factor	Weight	R	WR								
TOTAL											

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

# **GE-McKinsey Matrix**



### **Step Three: Plot the Information**



**Business Unit Strength**