

## What is the Eisenhower Matrix?

The Eisenhower matrix is a tool for prioritizing tasks you need to complete based on urgency to become more effective and productive in your work. Using the Eisenhower method, you can categorize tasks based on their urgency to determine which needs to be completed immediately and which you can eliminate. The Eisenhower matrix gets its name from President Eisenhower, who developed the technique for his own decision-making.



## **1. Important and Urgent**

*There are two definite types of urgent and important activities: those you couldn't have anticipated, and those that you have left until the last minute. You can eliminate last-minute activities by planning ahead and avoiding unnecessary procrastination. If you have lots of urgent and important tasks, highlight which ones you could have foreseen, and consider how you could schedule similar activities ahead of time, so that they don't become urgent.*

## **2. Important, but Not Urgent**

*These are the activities that help you to achieve your primary, long-term personal and professional goals and complete the tasks you perceive most important in life. Make sure you allow time to complete these activities thoroughly so that they don't become urgent. Allow enough time in your schedule to deal with unforeseen problems and last minute crises: this will maximize your likelihood of staying on track, and help avoid the stress of your to-do list becoming more urgent than necessary.*

## **3. Not Important, but Urgent**

*Urgent but not important activities are the thorn in your side which prevent you from fulfilling your primary life goals and vision. Consider whether you can reschedule the urgent activities or pass them onto someone else? Urgent activities usually come about when dealing with other people - sometimes it's a good thing to have the word 'no' in your vocabulary! Alternatively, try to have specified time slots available for others, so that they understand they can have your time when it's appropriate for you.*

## **4. Not Important and Not Urgent**

*These activities are just a distraction and must be avoided whenever possible! You can ignore or cancel a lot of them. However, some of these may be activities that other people want you to do, even though they don't contribute to your own goals and desired life outcomes. Again, say "no" politely where possible, and explain why you can't do it. If people see that you are clear about your objectives and your own personal boundaries, they will avoid asking you to do 'unimportant' activities in the future.*