

Time Management

Using the Eisenhower Matrix

*A system to organize and prioritize your task lists
so that you can focus on the important things.*



What is the Eisenhower Matrix?

The Eisenhower Matrix, also known as the Urgent-Important Matrix, is a time management tool that helps people prioritize their tasks and activities based on their urgency and importance. It was popularized by former US President Dwight D. Eisenhower, who was known for his productivity and time management skills.

The matrix is divided into four quadrants:

1. Urgent and Important: Tasks that require immediate attention and are crucial to achieving your goals.
2. Important but not Urgent: Tasks that are important to your goals, but do not require immediate attention. These tasks should be scheduled and planned for in the near future.
3. Urgent but not Important: Tasks that require immediate attention, but do not contribute much to achieving your goals. These tasks should be delegated or minimized as much as possible.
4. Not Urgent and Not Important: Tasks that are neither urgent nor important, and are often considered distractions. These tasks should be eliminated or postponed.

By using the Eisenhower Matrix, individuals can become more efficient and productive by focusing on tasks that are both urgent and important, while also making time for tasks that are important but not urgent. It helps individuals prioritize their tasks, manage their time better, and achieve their goals more effectively.

How is this tool helpful?

Here are some ways in which using the Eisenhower Matrix can be helpful for business owners:

1. **Prioritization:** Business owners have many tasks and responsibilities to manage, and the Eisenhower Matrix can help them prioritize their tasks by focusing on those that are urgent and important. This ensures that critical tasks are completed on time and that the business operates smoothly.
2. **Time Management:** By categorizing tasks into the four quadrants of the matrix, business owners can manage their time better by delegating or minimizing tasks that are not important or urgent. This can free up time to focus on tasks that are important to achieving business goals.
3. **Goal Setting:** The Eisenhower Matrix helps business owners focus on tasks that are important to achieving their long-term goals. By prioritizing these tasks, they can make progress towards their goals and ensure that their business is moving in the right direction.
4. **Delegation:** Delegating tasks that are urgent but not important can help business owners focus on tasks that are more important to achieving their goals. This can also empower their team members and help them develop new skills.

What Types of Things Belong in Each Category?

The Eisenhower Matrix categorizes tasks into four quadrants based on their level of urgency and importance. Here are some examples of the types of things that belong in each category:

1: Urgent and Important: Tasks that require immediate attention and are critical to achieving your goals. Examples include:

- Meeting deadlines for important projects
- Handling urgent customer requests or complaints
- Responding to a crisis or emergency situation
- Addressing issues that can have significant consequences if not resolved immediately

2: Not Urgent but Important: Tasks that are important to your goals, but do not require immediate attention. Examples include:

- Planning and strategizing for the future
- Building relationships with key customers or partners
- Developing new products or services
- Investing in employee development and training

What Types of Things Belong in Each Category?

3: Urgent but Not Important: Tasks that require immediate attention, but do not contribute much to achieving your goals.

Examples include:

- Answering phone calls or emails that are not urgent or important
- Attending meetings that are not relevant to your goals or can be delegated to someone else
- Dealing with interruptions and distractions
- Responding to requests from colleagues that are not urgent or important

4: Not Urgent and Not Important: Tasks that are neither urgent nor important and are often considered distractions. Examples include:

- Surfing the internet or browsing social media
- Watching television or playing video games
- Engaging in idle chit-chat or gossip
- Doing tasks that have no real value or are not aligned with your goals

It's important to note that not all tasks can be easily categorized into one of these quadrants, and some tasks may change categories based on their context and relevance. The Eisenhower Matrix is meant to be a flexible tool that can be adapted to fit individual needs and preferences.

Time Management Matrix

Urgent & Important

**DO
ASAP**

Urgent but Not Important

**DECIDE
WHEN TO
DO THESE**

Not Urgent but Important

**DELEGATE
IF YOU
CAN**

Not Urgent/ Not Important

**THESE
TASKS
CAN BE
DELETED**

IMPORTANCE

URGENCY



Prefer to work digitally? Grab a copy of the Trello Board Here
<https://trello.com/b/ClKihTj/time-management-eisenhower-matrix>

Week of _____

DO
DELEGATE

DECIDE
DELETE

Urgent & Important

- _____
- _____
- _____
- _____
- _____
- _____

Urgent but Not Important

- _____
- _____
- _____
- _____
- _____
- _____

Not Urgent but Important

- _____
- _____
- _____
- _____
- _____
- _____

Not Urgent/ Not Important

- _____
- _____
- _____
- _____
- _____
- _____

URGENCY

IMPORTANCE

