

PRIORITY *matrix*

This priority matrix is a productivity, prioritization, and time-management framework designed to help you prioritize a list of tasks by categorizing them according to their urgency and importance.

IMPORTANT - URGENT
(DO FIRST)

IMPORTANT - NOT URGENT
(SCHEDULE)

NOT IMPORTANT - URGENT
(DELEGATE)

NOT IMPORTANT - NOT URGENT
(DELETE)

While this priority matrix, also called the Eisenhower Matrix, is primarily a means for prioritization, it offers similar benefits for figuring out how to spend your time effectively. Business doesn't necessarily equal optimal output. However, we can spend our time on plenty of tasks with minimal impact. This will help you make the most of the time you have.

Tasks in box 1 are urgent, so these should command your immediate attention. Tackling these items and crossing them off the list first ensures what was most pressing and important doesn't get dropped. Only once everything in the first quadrant is finished—or taken as far as possible for the moment—should you start on the other boxes.

IMPORTANT - URGENT

These are things that are both urgent and important. They demand your attention right away.

Do these tasks first.

- critical deadline for a project
- resolving a customer complaint
- client issues that arise
- website issues/updates

IMPORTANT - NOT URGENT

These are things that are important and essential but not urgent, they can be scheduled for another time.

These tasks can be scheduled.

- short/long term strategy
- networking events
- setting and reviewing goals
- routine financial management

NOT IMPORTANT - URGENT

These are urgent tasks that pop up and require immediate attention. They can often be delegated

These tasks can be delegated.

- responding to emails
- changes to upcoming presentations
- administrative tasks

NOT IMPORTANT - NOT URGENT

These tasks that are not essential or urgent, so you can, in most cases, erase them from your list.

Delete these tasks.

- scrolling facebook
- casual coffee dates
- online shopping
- non-essential meetings