

Eisenhower Matrix

Do First

1. URGENT and IMPORTANT (Fire-Fighting Zone)

Urgent: Do it now!

Important: Spend plenty of time on it and do it properly.

Examples: crises, deadlines, problems.

Tip: Plan better to reduce time reacting to here and now situations so you can spend more time long-term planning in Box 2.

Schedule

2. IMPORTANT but not URGENT (Personal & Professional Goals)

Important: Spend plenty of time on it and do it properly.

Not Urgent: Do it when convenient.

Examples: relationships, planning, recreation.

Tip: Spend as much time here as you can on planning, organising and prevention. This will make the biggest difference to your life/work.

Delegate

3. URGENT but not IMPORTANT (The Illusion of Importance)

Urgent: Do it now!

Not Important: So spend the minimum time on it or you'll be busy but not productive.

Examples: Phone calls, meetings, unexpected visitors.

Tip: Delegate whenever possible.

Don't Do?

4. Neither URGENT nor IMPORTANT (The Home of Time Bandits)

Not Urgent: Don't do or do it when convenient.

Not Important: So spend the minimum time on it.

Examples: Time wasters, pleasant activities.

Tip: Some call this the box of waste, however no-one can work flat out all day so be disciplined while surfing the web, etc.