



Learning and Development

Time Management: How to Prioritise Your Time

The biggest time management challenge for most people is prioritising, it's key to successfully achieving your daily/weekly/long-term goals. When you prioritize, you make sure you accomplish the most important tasks first.

The **Eisenhower Matrix** is a popular method of prioritising. Eisenhower's Urgent/Important Principle helps you think about your priorities and determine which of your activities are important and which are distractions.

Important activities have an outcome that leads to us achieving our goals, whether these are professional or personal.

Urgent activities demand immediate attention and are usually associated with achieving someone else's goals.

To begin, start with a master list. Write down every task that you need to accomplish today or this week (Post-It-Notes are best). Include both work and personal tasks so you can see everything you need to do. Don't rank the items at this point.

Next, take a look at the following two pages, both comprising the matrix, one contains tips and examples, the other is blank for you to complete.

To use this tool, put each into one of the following categories:

1. Urgent and Important
2. Important but Not Urgent
3. Urgent but not Important
4. Neither Urgent nor Important.

When complete, get to work on Box 1 first, then Box 2, Box 3 and finally Box 4.

Tip: Try to overcome the natural tendency to focus on unimportant urgent activities in Box 4, so that you can spend enough time to do what's essential for success in Box 2. This is the way you'll move from "firefighting" in Box 1 to long-term planning where you can grow your business and career.

Want to get even more efficient with your time?

Great! To prioritise your tasks even further look at Time Management: 4 D's Sheet. The 4 D's is a very simple and quick to use tool that enables you to more effectively sort your tasks.

You could save hours in just a few minutes! 😊

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