

### What is the Eisenhower Matrix?

The Eisenhower Matrix, also known as the **Urgent-Important Matrix**, is a tool to help you decide on and prioritize tasks by categorising them into four quadrants:

- **Q1 Urgent and Important** (Do it now)
- **Q2 Important but Not Urgent** (Schedule it)
- **Q3 Urgent but Not Important** (Delegate it)
- **Q4 Not Urgent and Not Important** (Eliminate it)

This matrix helps you focus on what truly matters while minimising time spent on distractions.

Urgent & Important (Do)	Not Urgent & Important (Plan)
Submit project report	Prepare for team meeting
Urgent & Not Important (Delegate)	Not Urgent/Not Important (Eliminate)
Organize team feedback	Reduce social media scrolling

### Step-by-Step Guide

- **Brainstorm Your Tasks**
  - Write down all the tasks you need to complete today or for a specific date
  - For each task, write a simple description of the action you need to take
- **Categorise Tasks into Quadrants**

Place each task into one of the four quadrants of the Eisenhower Matrix.

  - **Q1: Urgent and Important (Do)** – Tasks that require *immediate attention* (e.g., deadlines, crises).
  - **Q2: Important but Not Urgent (Plan)** – Tasks that contribute to long-term goals (e.g., strategic planning, personal development).
  - **Q3: Urgent but Not Important (Delegate)** – Tasks that need to be done quickly but could be handled by someone else (e.g., routine emails).
  - **Q4: Not Urgent and Not Important (Eliminate)** – Distractions or time-wasters (e.g., excessive social media use).

### Tips for Effective Task Prioritisation

- **Keep it simple** – consolidate tasks and keep descriptions short
- **For each task** – ask yourself, “What will happen if I don’t do this?”
- **Be ruthless** – the key is to put as many tasks in boxes 4, 3 and 2 (in that order) as possible, keeping box 1 for truly urgent tasks
- **Set Boundaries:** Learn to say “no” to Quadrant 3 and 4 tasks.
- **Review Weekly:** Revisit your matrix regularly to adjust priorities.

## Mastering Task Prioritization with the Eisenhower Matrix



### Worked Example:

#### Example Tasks:

- Reply to client emails
- Work on project report
- Scroll through social media
- Exercise
- Prepare for a team meeting

Quadrant	Task	Action Step
Do	Submit project report	Complete by 3 PM today
Plan	Prepare for a team meeting	Schedule 1-hour prep session
Delegate	Organize team feedback	Assign to team assistant
Eliminate	Reduce social media scrolling	Use an app blocker for 2 hours

Urgent & Important (Do)	Not Urgent & Important (Plan)
Submit project report	Prepare for team meeting
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Organise team feedback	Reduce social media scrolling

## Mastering Task Prioritization with the Eisenhower Matrix



### Reflection Questions

- How many tasks did you place in Quadrant 1?
- What tasks in Quadrant 3 can you delegate, and to whom?
- What tasks in Quadrant 4 can you eliminate to save time?
- How can you ensure Quadrant 2 tasks receive more focus in your daily routine?
- What tasks from Quadrant 1 could I have moved to Quadrant 2 with better planning?
- Which Quadrant 3 tasks should I stop saying “yes” to?
- How can I reward myself for reducing Quadrant 4 distractions?

## Mastering Task Prioritization with the Eisenhower Matrix



### Eisenhower Matrix – Template

Quadrant	Task	Action Step
Do		
Plan		
Delegate		
Eliminate		

Urgent & Important (Do)	Not Urgent & Important (Plan)
Urgent & Not Important (Delegate)	Not Urgent/Not Important (Eliminate)