# IMPORTANT VS. URGENT

## *Make a list of all your tasks.*

## *Then prioritize them with the Eisenhower matrix.*

*My tasks:*

|  |
| --- |
|   |

Now, take each item on your list, evaluate its urgency and importance, and populate the Eisenhower matrix (next page).

*Eisenhower Matrix:*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Urgent** | **Not Urgent** |  |
| **Important** | **High Priority – You need to do now**  | **Strategic – You need to plan to do**  | **Important** |
| **Not Important** | **Interruptions – Keep to a minimum**  | **Time wasters – Stop doing**  | **Not Important** |
|  | **Urgent** | **Not Urgent** |  |

To reach your goals, you must focus on your important tasks – both urgent and non-urgent – and eliminate or minimize as many not-important tasks as possible.

This model is called the ”Eisenhower Matrix” after the American president Dwight D. Eisenhower.