

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.