

The Eisenhower Decision Matrix

Urgent

Not Urgent

Do

Do it now.

Decide

Schedule a time to do it

Delegate

Who can do it for you?

Delete

Eliminate it

Eisenhower's strategy for taking action and organising your tasks is simple. Using the decision matrix below, you will separate your actions based on four possibilities:

- Urgent and important (tasks you will do immediately).
- Important, but not urgent (tasks you will schedule to do later).
- Urgent, but not important (tasks you will delegate to someone else).
- Neither urgent nor important (tasks that you will eliminate).

The great thing about this matrix is that it can be used for broad productivity plans, 'How should I spend my time each week?' and for smaller, daily plans, 'What should I do today?'

What is important is seldom urgent and what is urgent is seldom important.

-Dwight Eisenhower

	URGENT	NOT URGENT
IMPORTANT	DO <i>Do it now.</i> Write article for today.	DECIDE <i>Schedule a time to do it.</i> Exercising. Calling family and friends. Researching articles. Long-term biz strategy.
NOT IMPORTANT	DELEGATE <i>Who can do it for you?</i> Scheduling interviews. Booking flights. Approving comments. Answering certain emails. Sharing articles.	DELETE <i>Eliminate it.</i> Watching television. Checking social media. Sorting through junk mail.

Examples

	URGENT	NOT URGENT
IMPORTANT	<ul style="list-style-type: none"> - Call company about stolen credit card - Finish article that's due tomorrow - Bring dog outside before he poops 	<ul style="list-style-type: none"> - Cardio exercise for 20 minutes - Call my best friend to catch up - Prepare taxes that are due in 3 months
NOT IMPORTANT	<ul style="list-style-type: none"> - Clearing 99.9% of the unimportant emails in my inbox - Re-reading & editing the same article for the seventh time 	<ul style="list-style-type: none"> - Going to the shop for unnecessary snacks - Finishing Game of Thrones Season 8 - Playing games VS 12 year olds online