

Eisenhower Matrix

The Eisenhower Matrix is a method of time management that separates important from unimportant and urgent from non-urgent tasks. It is also known as the four-quadrant method, time management matrix, or Eisenhower Box. This method was named after the 34th US president, Dwight D. Eisenhower. Eisenhower Matrix sorts and prioritizes tasks according to their importance and urgency. Rather than doing things right, it's about doing the right things. Therefore, it is a tool to increase effectiveness ("doing the right thing") and not efficiency ("doing the thing right").



Urgent

Not Urgent

Important

Things that have precise deadlines and consequences for failing to act immediately

- Deadline-driven project submission
- Paying bills
- Replying to client emails
- Taking your sick child to the hospital

Tasks that you need to plan in advance, otherwise they will become urgent

- Exercise
- Improving systems
- Building relationships
- Learning new skills

Not Important

Things that need to be done but do not require your expertise

- Designing a book cover
- Car wash
- Repairing lawn mower
- some Work related meetings
- responding to some emails

The distractions that make you feel worse afterward

- Too much TV
- Computer/online games
- Social media
- Perfectionism

The Matrix is divided into four quadrants:

Quadrant 1: Important and Urgent [DO NOW]

A task must be completed immediately and cannot be delayed if it is both important and urgent. This can entail submitting a project by the due date, paying bills, responding to emails from clients, or taking your ailing child to the hospital. You'll need to block off time in your calendar in these situations so that you can complete the assignment.

Quadrant 2: Important but Not urgent [PLAN]

The Eisenhower Matrix states that activities like exercising, enhancing systems, fostering connections, and picking up new skills are important but not urgent. These tasks are crucial to do but may not have a strict deadline. But it doesn't mean they aren't important! Setting priorities for what is important, even if it is not urgent, is the main focus of Quadrant 2.

Quadrant 3: Not Important, but Urgent [DELEGATE]

Simple yet urgent activities include designing a book cover, washing the car, fixing the lawnmower, and responding to emails. Although they must be completed, these are the chores we frequently put off because they are boring or uninteresting.

Quadrant 4: Not urgent but not important [AVOID]

Activities that are neither urgent nor important are found in Quadrant 4. A few examples are spending excessive time watching TV, playing computer or online games, scrolling through social media, or being a perfectionist. These activities can take the time that might be better used on more important tasks. Your daily duties can be classified into four quadrants using this method. You can then decide which ones require the most attention.

