

Self-Help Tools: Eisenhower Matrix

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Source: Concept from Dwight D. Eisenhower (1954) / *The 7 Habits of Highly Effective People* (1989)

The Eisenhower Matrix sorts your to-do list into four quadrants based on urgency and importance. Its goal is to stop you from fighting fires all day so you can focus on what actually moves things forward.

Quadrant 1: Do First (Urgent and Important)

Crises and real deadlines. Do these now.

Quadrant 2: Schedule (Not Urgent but Important)

Planning, relationships, learning, health. Set a specific time to do these. This is where growth happens.

Quadrant 3: Delegate (Urgent but Not Important)

Things that feel pressing but do not serve your goals. Pass them to someone else where possible.

Quadrant 4: Delete (Not Urgent, Not Important)

Pure distractions. Remove them from your schedule.

Someone actively looking for a new job sits down Monday morning with a full list and no idea where to start. A recruiter email due by end of day goes in Q1. Rewriting their LinkedIn summary goes in Q2 (Wednesday morning blocked). Replying to casual network messages goes in Q3. Reading articles about resume trends without applying to anything goes in Q4, close the tab. By sorting the list instead of reacting to it, they end the day having moved the search forward.