

EISENHOWER MATRIX

A DAILY PRIORITIZATION TOOL

URGENCY

HIGH
URGENCY

LOW
URGENCY

HIGH
IMPORTANCE

DO IT NOW

SCHEDULE

LOW
IMPORTANCE

DELEGATE/
OUTSOURCE

DELETE

IMPORTANCE

- **High Urgency & High Importance:** These are the activities that you have to do right away: crises, problems, deadlines, or people issues, etc.
- **Low Urgency & High Importance:** These are tasks that help achieve long term goals. These add value to life. Self-care and values driven activities should be placed here or in quadrant I.
- **High Urgency & Low Importance:** These tasks require attention right now, but do not move your goals forward: interruptions from other people, messages, emails, errands, or unnecessary meetings.
- **Low Urgency & Low Importance:** These activities add no value to life or waste time: mindless scrolling, junk email, nonessential meetings, multitasking. Remember- It is just as important to have a 'stop-doing' list as it is to have a to-do list.