

TASK PRIORITIZATION

EISENHOWER MATRIX

Former US President Eisenhower supposedly once said, “The most urgent decisions are rarely the most important ones.” The Eisenhower Matrix helps people and organizations be not just more productive, but more effective through classification according to two parameters:

Urgent matters are those that require immediate action, and are unavoidable, where there are clear consequences for not completing these tasks. Urgent tasks are unavoidable.

Important matters, on the other hand, are those that contribute to long-term goals and life values. These items require planning and thoughtful action.

Tasks should be broken down into the sections of the model, where each quadrant provides guidance on how to proceed. Generally, those tasks at the top right are must-dos, where those closer to the bottom left can be pushed out. While it is easy to focus on things that are Urgent and Important, when will those issues that are Important but Not Urgent be handled so that they do not become Urgent? Devote moderate time to tackle tasks in the bottom-right and top-left quadrants, so that there is capacity to handle new, incoming must-do Urgent and Important tasks.

