

# THE EISENHOWER DECISION MATRIX

The Eisenhower Matrix is a great tool to use with clients to help them decide on and prioritize tasks by importance and urgency. It helps them think consider which of their activities are important and which are distractions.



## 1) Important and Urgent

There are two definite types of urgent and important activities: those that you could not have anticipated, and those that you have left until the last minute.

You can eliminate last-minute activities by planning ahead and avoiding unnecessary procrastination. If you have lots of urgent and important tasks, highlight which ones you could have foreseen, and consider how you could schedule similar activities ahead of time, so that they don't become urgent.

## 2) Important but Not Urgent

These are the activities that help you to achieve your primary long-term personal and professional goals and also complete the important things. Make sure you allow time to complete these activities thoroughly so that they don't become urgent.

Allow enough time in your schedule to deal with unforeseen problems and last minute crises. This will maximise your likelihood of staying on track, and help avoid the stress of your To-do list becoming more urgent than necessary.

## 3) Not Important but Urgent

Urgent but not important activities are the 'thorn in your side' which prevent you from fulfilling your primary life goals and vision. Consider whether you can reschedule the urgent activities or pass them onto someone else?

Urgent activities usually come about when dealing with other people - sometimes it's a good thing to have the word 'no' in your vocabulary! Alternatively, try to have specified time slots available for others, so that they understand they can have your time when it's appropriate for you.







## 4) Not Important and Not Urgent

These activities are just a distraction and must be avoided whenever possible! You can ignore or cancel a lot of them. However, some of these may be activities that other people want you to do, even though they don't contribute to your own goals and desired life outcomes.

Again, say "no" politely, where possible, and explain why you can't do it. If people can see that you are clear about your objectives and your own personal boundaries, they will avoid asking you to do "not important" activities in the future.

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## Your Priorities List

Important and Urgent:  	Not Important but Urgent:  
Important but Not Urgent:  	Not Important and Not Urgent: 