





# THE EISENHOWER MATRIX

The Eisenhower Matrix, also known as the Eisenhower Decision Matrix, was derived from a quote attributed to former U.S. leader Dwight D. Eisenhower.

General Eisenhower, who served as the 34th president of the United States, developed this prioritisation tool to manage high-stakes decisions during his military and political career.

The Matrix is a task management tool that helps you organise and prioritise tasks by urgency and importance.





### How does it work?

The matrix categorises tasks based on their importance and urgency:

Q1

**IMPORTANT** 

## **URGENT**

Q2

### **NOT URGENT**

### DO

These are urgent and important tasks. Handle them immediately. Examples include critical deadlines, emergencies and high-priority client requests

**Action:** Tackle these tasks promptly to prevent negative consequences

# **SCHEDULE**

These tasks are important but not urgent. They contribute to long-term goals and growth.

Action: Schedule time for Quadrant 2 tasks. Plan ahead and allocate focused blocks to work on them.

Q3

# **DELEGATE**

These tasks are urgent but not personally important. Consider delegating them to others

Action: Identify team members or colleagues who can handle these tasks efficiently Q4

### DELETE

These tasks are neither urgent nor important. They often distract from meaningful work.

**Action:** Eliminate or minimise Quadrant 4 tasks. Avoid timewasting activities.

NOT IMPORTANT

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While President Eisenhower may not have directly created the matrix as we know it today, his principles of prioritisation and time management undoubtedly influenced its development and use.



# **Create Your Own Matrix**

