

## IMPORTANT VS. URGENT

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*Make a list of all your tasks.*

*Then, prioritize them with the Eisenhower matrix.*

*My tasks:*

Now, take each item on your list and populate the Eisenhower matrix (next page).

*Eisenhower Matrix:*

	<b>Urgent</b>	<b>Not Urgent</b>	
<b>Important</b>	<b>High Priority – You need to do now</b>	<b>Strategic – You need to plan to do</b>	<b>Important</b>
<b>Not Important</b>	<b>Interruptions – Keep to a minimum</b>	<b>Time wasters – Stop doing</b>	<b>Not Important</b>
	<b>Urgent</b>	<b>Not Urgent</b>	

To reach your goals, you must focus on your important tasks – both urgent and non-urgent – and eliminate or minimize as many not-important tasks as possible.

This model is called the "Eisenhower Matrix" after the American president Dwight D. Eisenhower.