

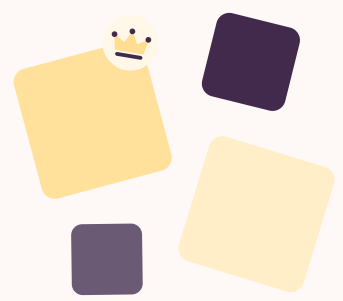
## CHEAT SHEET

# THE EISENHOWER MATRIX

## What is the Eisenhower Matrix?

A simple productivity and organization technique that splits tasks into 4 categories: **Do**, **Schedule**, **Delegate** and **Delete**.

The approach **focuses on establishing if tasks are urgent and/or important** to help you prioritize high impact work and avoid spending too much time on “urgent”, but ultimately low impact tasks.



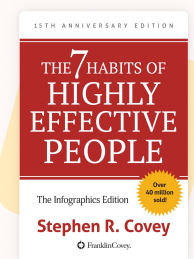
## Where did it come from?

US President, **Dwight Eisenhower**, was well known for his ruthless and highly effective approach to prioritization for both himself and his staff.

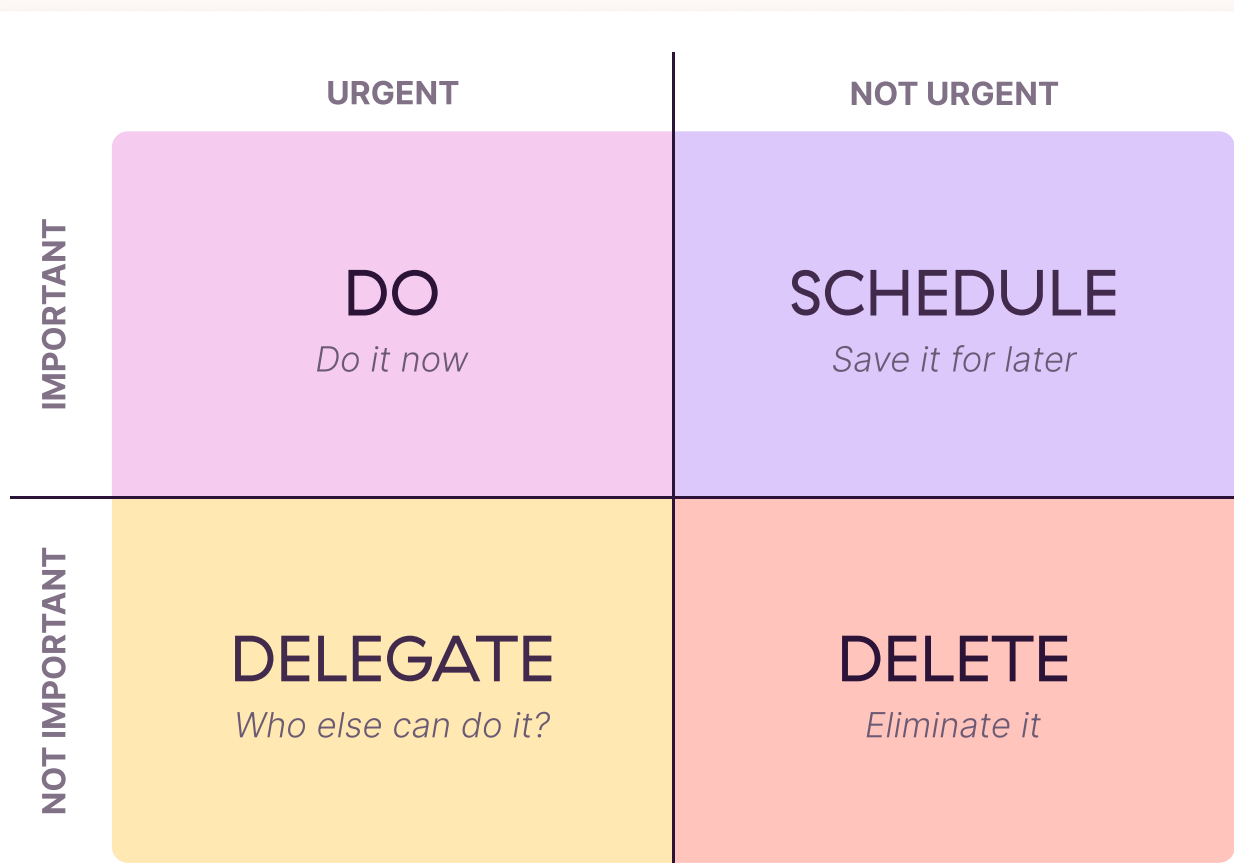
“ **What is important is seldom urgent, and what is urgent is seldom important.** ”

— Dwight D. Eisenhower

Inspired by Eisenhower’s approach, productivity and workforce theorist, Stephen Covey created the simple 2x2 matrix in his well-known book — “*7 Habits of Highly Effective People*” (definitely worth a read if you’re a productivity nerd).



## How does it work?

**STEP 1**

Make a list of all your current to-do items

**STEP 2**

Write “**important**” and/or “**urgent**” next to each item

**STEP 3**

Draw a grid with 4 boxes as shown above

**STEP 4**

Put all...

*important & urgent* tasks into “**Do**”

*important & not urgent* tasks into “**Schedule**”

*urgent & not important* tasks into “**Delegate**”

*not urgent & not important* tasks into “**Delete**”

**STEP 5**

Immediately start working through your “**Do**” items (if you aren’t ready and prepared to work on it straight away, it shouldn’t be in your “**Do**” quadrant!), then work your way through the remaining quadrants, crossing tasks off as you go.

**STEP 6**

Repeat daily, then analyze which quadrants you spent the most time on at the end of the week. The goal is to focus most of your effort on quadrant two, “important but not urgent”. So try rebalancing your matrix each week to get closer to your goals.

## Pros & Cons

| Pros                               | Cons                                 |
|------------------------------------|--------------------------------------|
| ✓ Easy to use                      | ✗ Difficult to master                |
| ✓ Forces focus on high impact work | ✗ Requires consistency and analysis  |
| ✓ Adapts to any type of work       | ✗ Fails if everything is “important” |
| ✓ Great for visual learners        | ✗ Struggles with complex priorities  |

## Looking for more ways to up your productivity game?

Head on over to Toggl and discover how to unlock your time's potential



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