

The Eisenhower Matrix

The Eisenhower Matrix is a time management and analysis tool which helps you categorize the tasks you need to complete by order of urgency and relative importance¹.

It was designed following a statement by Dwight David Eisenhower: “What is important is seldom urgent, and what is urgent is seldom important.”

The Eisenhower Matrix was developed from this quote, as a way to help people prioritize their tasks.

This matrix is a double entry table.

- Vertical : urgency of tasks
- Horizontal : importance of tasks

Thus, the matrix has 4 sections:

- A- Activities which are important and urgent: tasks to be completed immediately, by yourself
- B- Activities which are important but not very urgent: tasks to be planned and completed by yourself
- C- Activities which are urgent but not important: tasks you can quickly delegate
- D- Activities which are not urgent and not important: useless tasks to be dropped

This method is found in different software.

THE EISENHOWER MATRIX

<p>B. NOT URGENT / IMPORTANT To be scheduled and completed</p>	<p>A. URGENT / IMPORTANT To do as a priority</p>
<p>D. NOT URGENT / NOT IMPORTANT To be placed somewhere else in the matrix or eliminated all together</p>	<p>C. URGENT / NOT IMPORTANT Requalify or renegotiate</p>