

# Eisenhower's Matrix

Increase your productivity.  
Use this matrix to help  
prioritize your action items.

*"What is important is seldom urgent  
and what is urgent is seldom important"*

—Dwight D. Eisenhower



**Level A:  
Urgent & Important**  
The goal of time management is to spend all of your time doing important tasks. Important trumps urgent, but when combined, merits your immediate attention.

**Level B:  
Important & Not Urgent**  
This is the most productive area to spend your time. Strive to manage your important tasks so that they do not also become urgent.

**Level C:  
Urgent & Not Important**  
Usually tasks in this quadrant are important or urgent to someone else. Encourage them to help themselves or schedule a specific time to address all the action items in this quadrant in quick succession.

**Level D:  
Not Important or Urgent**  
Learn to politely decline or avoid everything that falls into this quadrant. When unavoidable, schedule appropriate time and complete each task as quickly and efficiently as possible.