

The Eisenhower Matrix

Prioritize and Manage your To-Do List

Making a to-do list is the first step toward getting work done. But how do you determine what to tackle first when you don't have enough time to do everything in one day?

First step: Determine what is Urgent and what is Important

Urgent tasks are time-sensitive and demand your attention. They're tasks you feel obligated to address. Focusing on urgent tasks puts you in a reactive mindset, which can make you feel defensive, rushed, and narrowly-focused.

Important tasks contribute to your long-term mission, values, and goals. They may not yield immediate results (making them easy to neglect). Sometimes important tasks are also urgent — but usually not.

(If you put off important tasks long enough, they can become urgent.)

People tend to believe that all urgent tasks are also important — when frequently, they are not. This misrepresentation may have to do with our preference for focusing on short-term problems and solutions. But happiness and fulfillment come when we focus on the long-term



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