

BUSINESS VITAMINS

Eisenhower Matrix

Vitamin Definition

The Eisenhower's matrix is simply defined as prioritizing a list of tasks by defining each task according to its urgency and importance.

- **Urgent tasks:** Time sensitive and need an immediate attention. Therefore, they must be done NOW.
- **Important tasks:** Are tasks that contribute to long-term missions and goals.

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when you need to manage your time and be more productive.

Vitamin Details

The matrix uses 2 x 2 grid, 4 Quadrants. On the top of the matrix, it is shown URGENCY and the left side of the matrix is shown the IMPORTANCE.

Quadrant One:	Important and Urgent Tasks
Quadrant Two:	Important but Not Urgent Tasks
Quadrant Three:	Not Important but Urgent Tasks
Quadrant Four:	Not Important and Not Urgent Tasks

More details on these quadrants

Quadrant One: Important and Urgent Tasks

They are tasks that are critical to the success of the overall mission and need to be taken within a short span of time. Important and Urgent Tasks should be prioritized over other types of tasks. They should be the first item on the organization's to-do list. In addition, Important and Urgent Tasks must be accomplished as soon as possible and should not be scheduled for a future date.

Quadrant Two: Important but Not Urgent Tasks

They are tasks that are critical to the success of the overall mission but don't need to be taken within a short span of time. However, the tasks should be scheduled either for a time in the future when they become urgent or a time when there are no important and urgent tasks remaining.

Quadrant Three: Not Important but Urgent Tasks

Not Important but Urgent Tasks should be delegated to outside agents. The organization's key stakeholders should avoid spending their own time and resources on this category of tasks. The vast majority of tasks an organization faces falls in this category. Therefore, such tasks are the biggest drain on the resources of an organization.

Quadrant Four: Not Important and Not Urgent Tasks

They are tasks that are not critical to the success of the overall mission and don't need to be taken within a short span of time. In the short term, the organization should Delete such tasks, they are tasks that the organization should stop doing.

EXAMPLES OF URGENT & IMPORTANT TASKS:

- email from a client that requires immediate action.
- Final Hand-over a project to your client
- Client's escalation

EXAMPLES OF IMPORTANT BUT NOT URGENT TASKS

- Setting up the goals of your team.
- Making normal customers calls
- Planned project work

EXAMPLES OF NOT IMPORTANT BUT URGENT TASKS

- Coworker who asks for work related advice
- Unexpected phone calls
- Requests for recommendation letter

EXAMPLES OF NOT IMPORTANT AND NOT URGENT TASKS

- Browsing the internet
- Coworker talk for wasting time.
- Social media

