

NANDY CYBER SUCCESS

DECISION-MAKING

Eisenhower Matrix

Named after U.S. President Dwight D. Eisenhower, this prioritization framework helps you organize tasks based on importance and urgency. It's particularly useful when you're busy but feel like your work isn't making a real impact.

HOW IT WORKS:

The Eisenhower Matrix consists of four quadrants, categorized by two factors: importance and urgency. For every task, ask yourself if the task is important and if it's urgent.

Then, place it in the appropriate quadrant:

1. Important & Urgent -> Do it now

These tasks demand immediate attention—crises, deadlines, or pressing problems where delay leads to negative consequences.

2. Important but Not Urgent -> Schedule it

These tasks contribute to long-term goals and meaningful projects but don't require immediate action. Allocate time for them to ensure progress.

3. Urgent but Not Important -> Delegate it

Assign these tasks to someone else. If you must do them yourself, schedule them, but prioritize important tasks first. These often include administrative work or tasks with deadlines that don't significantly impact your goals.

4. Not Urgent & Not Important -> Eliminate it

These activities don't add value and should be avoided. They include distractions, unnecessary meetings, and unproductive habits.

PRIORITIZATION ORDER

Follow this hierarchy: Important & Urgent > Important & Not Urgent > Urgent & Not Important > Not Urgent & Not Important. In other words, long-term impactful work (important but not urgent) takes precedence over reactive tasks.

TAKEAWAY

The Eisenhower Matrix helps you increase productivity by focusing on what truly matters. If you're always busy but not making meaningful progress, this tool can help you set clear priorities and eliminate distractions. Whether you're managing work, personal projects, or daily responsibilities, it's a powerful framework for working smarter, not just harder.

	URGENT	NOT URGENT
IMPORTANT	DO	SCHEDULE
NOT IMPORTANT	DELEGATE	DON'T DO

DIFFERENTIATING URGENCY FROM IMPORTANCE

- Urgent tasks have clear deadlines or require immediate responses (e.g., replying to emails, submitting a client draft).
- Important tasks align with your bigger goals and drive progress (e.g., exercising, developing a new skill, working on a major project).

Understanding the difference is key to making better decisions.