

tools

EISENHOWER MATRIX

Organization · Time Management · Prioritization

DEFINITION

A time and self-management tool for prioritizing tasks. It distinguishes between important and urgent activities to direct resources deliberately toward the tasks that truly matter.

Named after US President and General Dwight D. Eisenhower.

TERMS

Urgency

A task presented with haste or an expectation of immediate resolution, with the emphasis on speed.

suddenness · immediacy · time pressure

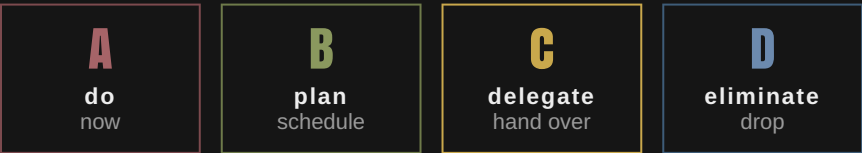
Importance

A task that objectively takes precedence over others based on a defined weighing of factors, with the emphasis on impact.

sequence · decision criteria · effectiveness

PRIORITIZATION

Importance outranks urgency. The hierarchy is reflected in tasks A through D.



»Important tasks are seldom urgent, and urgent tasks are seldom important.«

Dwight D. Eisenhower

