

APSU Writing Center
The Eisenhower Matrix

The Eisenhower Matrix

- “I have two kinds of problems: the urgent and the important. The urgent are not important, and the important are never urgent.” - Dwight D. Eisenhower
- The Eisenhower Matrix is a simple decision-making tool that helps you prioritize tasks based on urgency and importance. It divides tasks into four quadrants to help you focus on what truly matters while reducing time spent on distractions.

The Four Quadrants of the Eisenhower Matrix

- **Quadrant 1: Important and Urgent (Do)**
 - Tasks with clear deadlines and significant consequences if not completed.
 - **Example:** Studying for a midterm exam tomorrow, submitting an assignment due today.
- **Quadrant 2: Important but Not Urgent (Schedule)**
 - Tasks that bring you closer to your long-term goals but don’t have immediate deadlines.
 - **Example:** Researching for a final project, networking for career opportunities.
- **Quadrant 3: Urgent but Not Important (Delegate)**
 - Tasks that need to be done but do not require your expertise.
 - **Example:** Responding to non-essential emails, helping a friend with their project when you have other priorities.
- **Quadrant 4: Not Urgent and Not Important (Delete)**
 - Tasks that distract you and do not add value to your academic or personal growth.
 - **Example:** Excessive social media scrolling, binge-watching TV shows.

<p>Quadrant 1 Complete these tasks immediately.</p>	<p>Quadrant 2 Schedule these tasks into your calendar to prevent them from becoming urgent.</p>
<p>Quadrant 3 Delegate or minimize time spent on these tasks.</p>	<p>Quadrant 4 Eliminate or significantly reduce these distractions.</p>

Reducing Urgent and Unimportant Tasks

- Plan ahead to reduce last-minute crises in Quadrant 1, and track activities to limit distractions in Quadrant 4.
- Use a planner or time-tracking app to categorize your tasks and identify areas for improvement.

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<p>Quadrant 1 (Do)</p>	<p>Quadrant 2 (Schedule)</p>
<p>Quadrant 3 (Delegate)</p>	<p>Quadrant 4 (Delete)</p>



APSU Writing Center References

Lieberman, S. (2023, February 2). *How to Use the Eisenhower Matrix for Business Decision-Making*. Startup Nation. <https://startupnation.com/manage-your-business/how-to-use-the-eisenhower-matrix-for-business-decision-making/>

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