

**APSU Writing Center**  
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**

- A decision-making tool that helps prioritize tasks based on urgency and importance.
- Divides tasks into four quadrants to focus on what matters while minimizing distractions.

**The Four Quadrants**

**Quadrant 1: Important and Urgent (Do)**

- Tasks with immediate deadlines and significant consequences if not completed.
  - **Example:** Studying for a midterm exam tomorrow.
  - **Example:** Submitting an assignment due today.

**Quadrant 2: Important but Not Urgent (Schedule)**

- Tasks that support long-term goals but don't require immediate action.
  - **Example:** Researching for a final project.
  - **Example:** Networking for career opportunities.

**Quadrant 3: Urgent but Not Important (Delegate)**

- Tasks that must be done but don't require your personal expertise.
  - **Example:** Responding to non-essential emails.
  - **Example:** 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 contribute to academic or personal growth.
  - **Example:** Excessive social media scrolling.
  - **Example:** Binge-watching TV shows.

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The Eisenhower Matrix Outline

<b>Quadrant 1</b> Complete these tasks immediately.	<b>Quadrant 2</b> Schedule these tasks into your calendar.
<b>Quadrant 3</b> Delegate or minimize time spent on these tasks.	<b>Quadrant 4</b> Eliminate or reduce these distractions.

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



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### References

Lieberman, S. (2023, February 2). How to use the Eisenhower matrix for business decision-making.

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