

## **Eisenhower Matrix**

### **APSU Writing Center Handout**

“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.

**Quadrant 1 Complete these tasks immediately.**

**Quadrant 2 Schedule these tasks into your calendar.**

**Quadrant 3 Delegate or minimize time spent on these tasks.**

**Quadrant 4 Eliminate or reduce these distractions.**

## 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/>

Victorino, R. (2023, September 23). The Eisenhower matrix: Prioritize your time on what matters most. *Work Smarter*. <https://slab.com/blog/eisenhower-matrix/>