

The Eisenhower Matrix

*Use the matrix to break tasks down into the four quadrants.
You can use it to plan your week, quarter or even your sales funnel.*

Essentially, it breaks down into 2 key areas or streams of thought:

Important: These activities are goal orientated and can be both professional or personal.

Urgent: Activities that demand immediate attention and have immediate consequences.

	Urgent	Not Urgent
Important		
Not Important		