

Eisenhower's Urgent/Important Principle

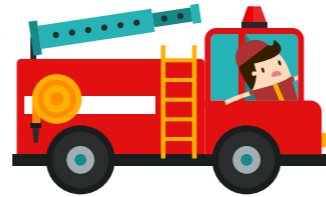
How to Focus on Your Priorities



Start Here

First, make a list of **all** the things you need to do, no matter how large or small.

Then, put each task or activity into one of the following four categories:



Urgent and Important

These are the most important tasks and should take priority. For example, answering an urgent email inquiry from a top customer, or writing a crucial report on time.



1



Not Important and Not Urgent

Do you constantly check your social media or messaging apps?

These types of activities are usually just distractions, and should be your lowest priority.

Now that you've categorized your tasks, you can schedule them based on their importance and urgency.

4



“
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, U.S. President, 1953 to 1961

It's easy to spend all our time on **urgent** tasks that need immediate attention. But this means that **important** tasks can get pushed aside.

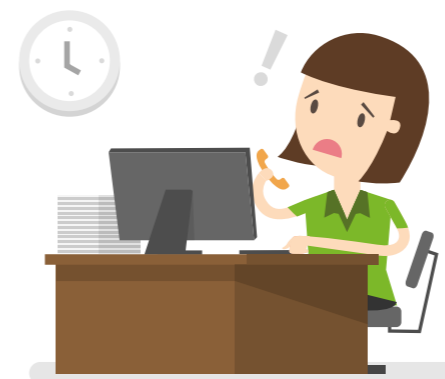
By sorting tasks into “urgent” and “important” you can start to prioritize what really matters.

3

Not Important but Urgent

These are the tasks that can hold you back from reaching your goals.

This could be meetings, excessive demands from co-workers, or taking phone calls.



2

Important but Not Urgent

These activities help you to achieve your long-term goals and aspirations, in your work and personal life.

For example, gaining a qualification that helps you to progress in your career.



Learn more about prioritizing what's important at:
www.mindtools.com/urgent-important-principle