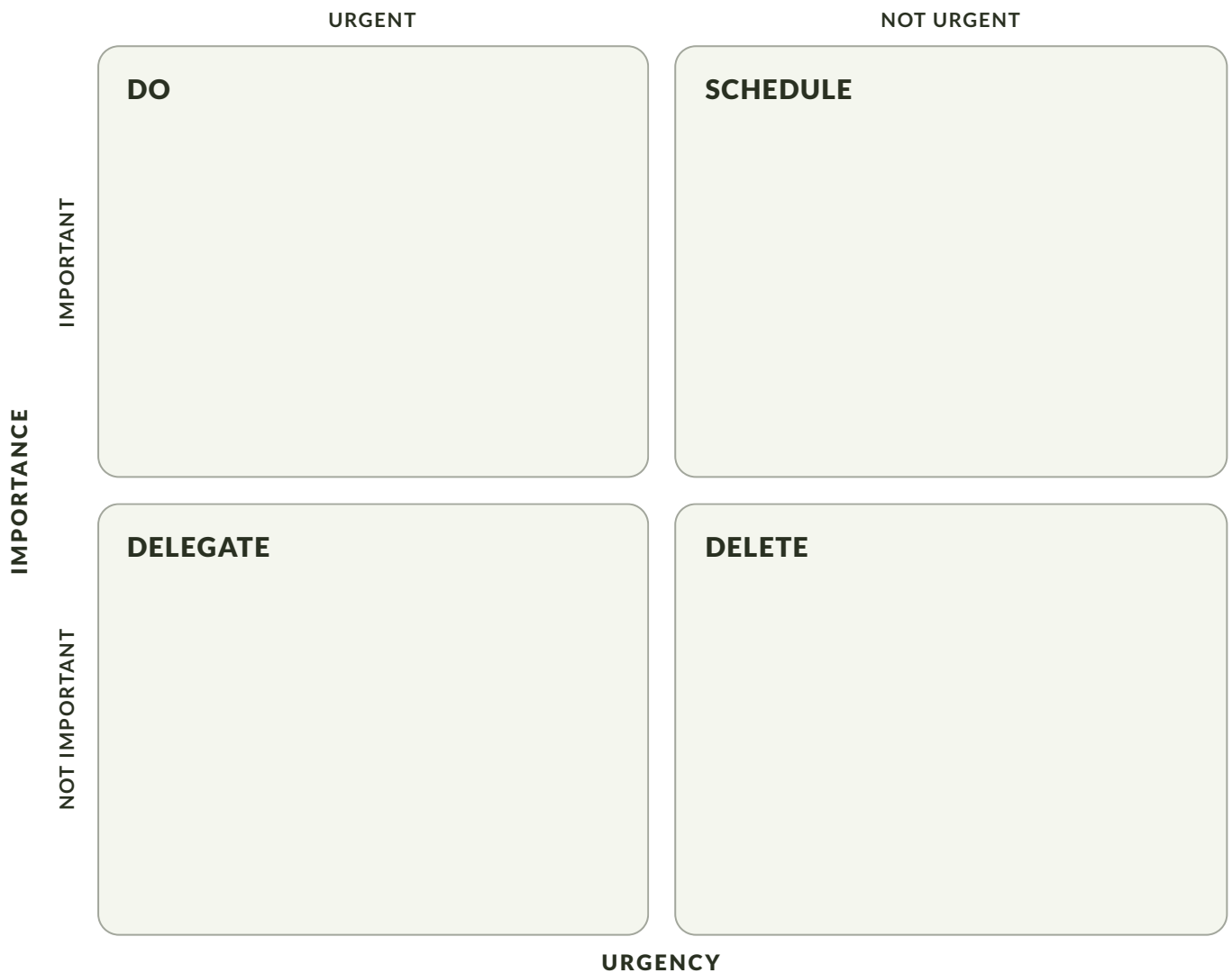


Eisenhower Matrix

A prioritisation tool: sorts every task by urgent vs important into do, schedule, delegate or delete. Origin: named for Dwight D. Eisenhower, popularised by Stephen Covey



● **DO:** Urgent and important. Real deadlines and true crises - done now, personally. A permanently full box means you're firefighting.

● **DELEGATE:** Urgent but not important to you. Hand it to a person, a tool, or a boundary - urgency is no reason for it to be your job.

● **SCHEDULE:** Important but not urgent. The compounding work with no deadline - blocked and defended on the calendar before urgency floods in.

● **DELETE:** Neither urgent nor important. Cut it outright - deletion, not deferral to a someday list.