

## The Eisenhower Matrix

Sort what truly needs you from what doesn't. Plot your work by urgency and importance, then act by quadrant.

	URGENT	NOT URGENT
IMPORTANT	<p><b>Do</b> Handle it now. Crises, real deadlines, the things that genuinely can't wait.</p>	<p><b>Defer</b> Schedule it. Strategy, relationships, development – easy to postpone, costly to skip.</p>
NOT IMPORTANT	<p><b>Delegate</b> Hand it off. Interruptions, some meetings, requests for information. Your first delegation candidates.</p>	<p><b>Delete</b> Let it go. Busywork, distractions, low-stakes asks dressed up as obligations.</p>

For delegation: the **urgent but not important** box is usually your first candidate to hand off. The question underneath is what makes something feel urgent – true business impact, or a shiny object?