

Setting priorities according to the Eisenhower model

Would you like to learn how to prioritise? Spend a week keeping track of how much time you spend on each quadrant. Then look at your weekly schedule: is there any overlap? Can you afford to continue as you are? Or would it be a good idea to make your weekly schedule more realistic by taking action to reduce the amount of time you spend in a particular quadrant?

	Urgent	Not urgent
Important		
Not important		

Important and Urgent

There's a fire. An angry landlord complaining about rent arrears, a plague of mice, a family crisis, some phone calls and some (not all) deadlines. What should you do? Solve it! What do you need? Help from others, a schedule, drastic measures?

Important but not urgent

Friends, relationships, new skills, compulsory educational components, preparing for presentations or exams. But also: relaxation, commitment, contributing to your environment, your health. All important, but not urgent. This is the quadrant in which you want to be the most. **Learn to focus on these goals and activities.**

Not important, but urgent

All 'important-but-not-really-important matters': most phone calls, most meetings, most interruptions. Also called 'the quadrant of deception'. We pretend that these matters are urgent. We like the tension, it creates a certain sense of urgency and a feeling that we matter. But they're not really important. **Action: Avoid as much as possible.**

Not important, not urgent

This quadrant is about all the nonsense and waste in our lives. This is the quadrant we flee to when it all gets a bit too much. We think we can rest here. But that's an illusion. It's a waste of time. **Cut it out! Or at least minimise it.**