

PRIORITIZATION MATRIX

	URGENT	NOT URGENT
IMPORTANT	<p>TO DO: Do First - These tasks should be your first focus because they have clear deadlines and consequences for not taking immediate action.</p>	<p>TO DO: Schedule - These tasks are important, but not-so-urgent so they can be scheduled.</p>
NOT IMPORTANT	<p>TO DO: Delegate - These tasks are urgent but less important, can you share these responsibilities with others?</p>	<p>TO DO: Don't Do - What's neither urgent nor important, don't do at all.</p>

Urgent matters are those that require immediate action. These are the visible issues that pop up and demand your attention NOW. Often, urgent matters come with clear consequences for not completing these tasks. Urgent tasks are unavoidable.

Important matters, on the other hand, are those that contribute to long-term goals and life values. These items require planning and thoughtful action. When you focus on important matters you manage your time, energy, and attention rather than mindlessly expending these resources.