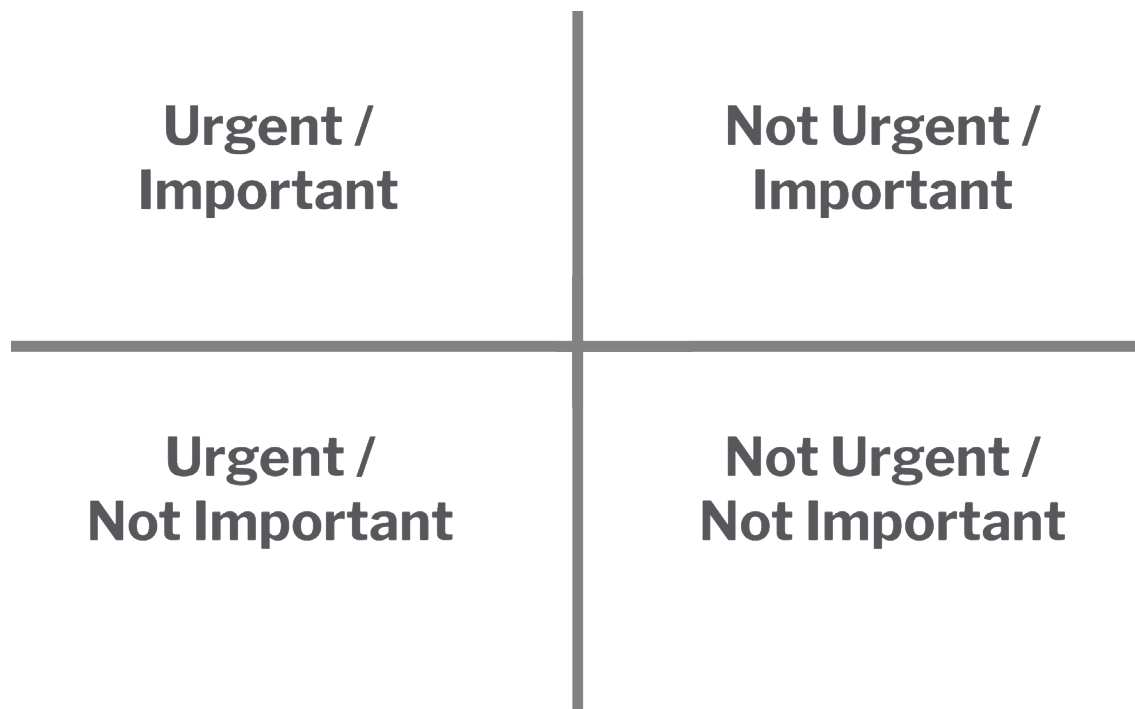




# EXERCISE 13

You can have **ANY**thing you want, but you can't have **EVERY**thing you want, at least at the same time. **Prioritization is the key** to productive lives. Later made famous by Steven Covey, the Eisenhower Matrix is a **massively effective tool** for creating priorities while helping us to **identify and eliminate time wasters**.



#### Quadrant One: Urgent and Important

These are things which have a **major impact** on the **most important** areas of your life. They are also things with **immediate deadlines**. They are things that can only be **done by you**. If they don't meet all three criteria, they are not important and urgent.

#### Quadrant Two: Urgent Not Important

These things require **immediate attention** but are **not material** to the outcome of your life. They are things that need attention but do **not require you** to do them.

#### Quadrant Three: Important Not Urgent

These things are **critical to the outcome of your goals and dreams**. They are **material** to your life's aim. You **must do them**, but there are **no pending deadlines**. These are things that **help** us to be the **best**, most **productive version** of ourselves. They are the tools with which we will erect the skyscraper of success in our lives. Because they are not urgent, they **tend** to be **put off, delayed, or overlooked**.

#### Quadrant Four: Not Urgent Not Important

These are things with **little to no outcome** on the driving forces of our lives. They also have **no deadline**.





# EXERCISE 13 (Cont'd.)

Using the blank Eisenhower Matrix below, take a moment and list out everything that you have to do on a weekly basis. You will assign them to one of the four quadrants.

<b>U / I</b>		#	<b>NU / I</b>		#
<b>U / NI</b>		#	<b>NU / NI</b>		#

**NEXT:** Look over your matrix and write a **1** next to each item with the highest priority.  
Write a **2** next to each item with moderate-high priority.  
Write a **3** next to the items with a moderate-low priority.  
Lastly, write a **4** next to each item with the lowest priority.



# EXERCISE 13 (Cont'd.)

Now you can use the blank Prioritization Matrix shown here to help you **identify and rank items** for the **most efficient use** of your time. Transfer all the items from your Eisenhower matrix to the Prioritization matrix, following the instructions in the matrix:

**DO:** These are **highest, most immediate** priority items that **must be done by you**.

DONE

#1

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

**CALL/FOLLOW UP:** These are the **moderately high** must do items.

DONE

#2

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

**DELEGATE:** You need to make these items happen but you can have **someone else complete them**.

DONE

#3

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
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<input type="checkbox"/>
<input type="checkbox"/>

**GET RID OF:** Find a way to move these time wasters off your list and out of your life!

DONE

#4

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
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<input type="checkbox"/>
<input type="checkbox"/>
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