# Eisenhower Matrix Worksheet

As you go through your time baseline and assess how you're doing on a daily and weekly basis, the Eisenhower Matrix can help you rank your time and provide insights into possible solutions.

Use this worksheet to write down items as you categorize them. Putting them on paper, surrounded by other tasks that could be better managed, provides a new perspective and may inspire creative solutions for managing these tasks effectively.

	NOT URGENT	URGENT
NOT IMPORTANT	**1** ELIMINATE	**2** AUTOMATE
IMPORTANT	**4** MAXIMIZE	**3** EXECUTE
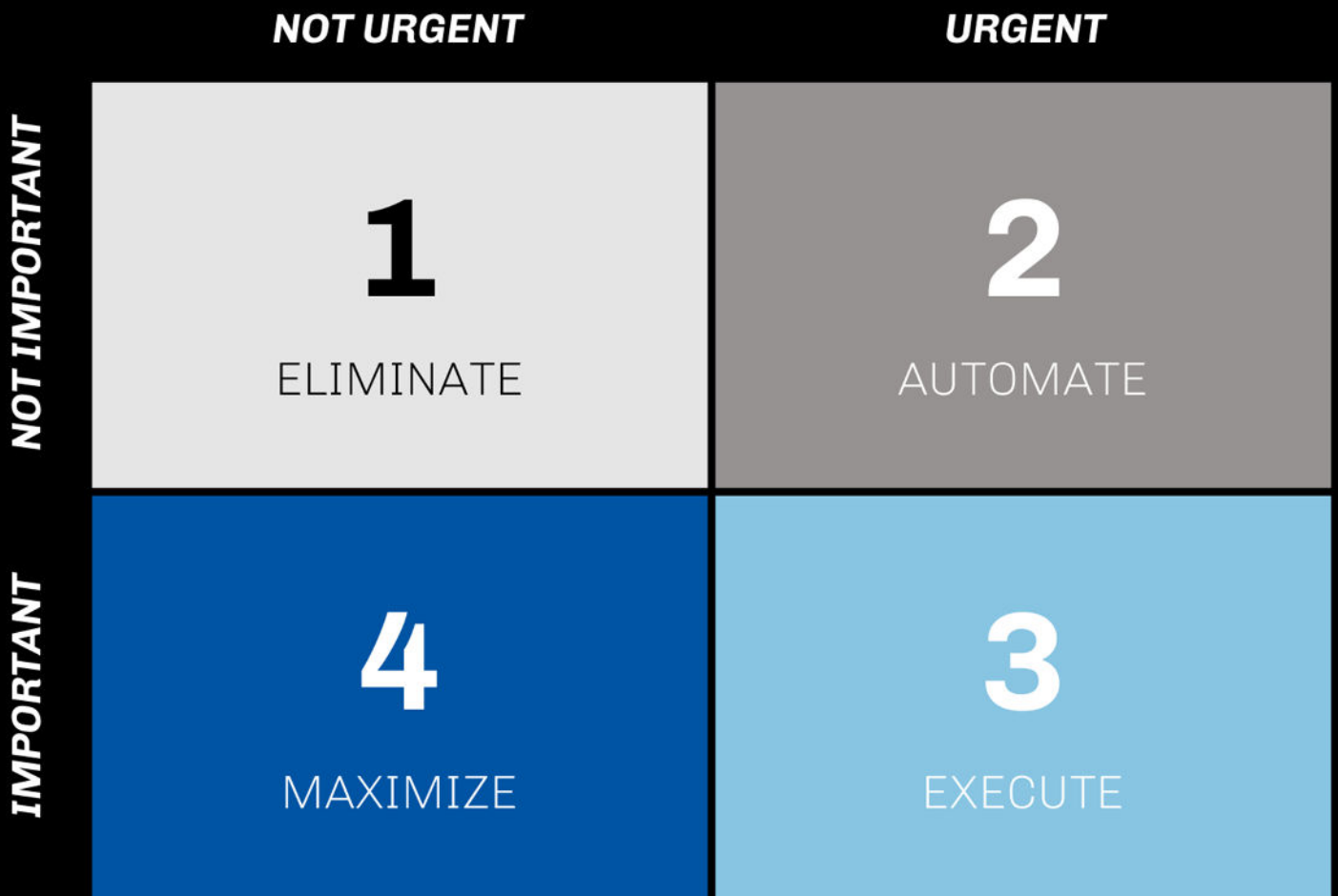
Category 1 - Not Urgent, Not Important - **Eliminate**

These tasks buy no time, bring no rest, and spark no joy.

✅ *What to put here*: Obvious timewasters like binging social media or news feeds, but also, consider "productive" tasks like redesigning business cards, logos, or setting up a website.

❌ *What not to put here:* Sleep. Quality time with family and friends. Routine tasks that keep the business running but aren't urgent.

If there isn't a deadline that demands your focus to achieve it, and it's not solving an immediate need or setting up Future-You for success and happiness, write it down here:

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The goal for Category 1 tasks is to **eliminate** as many as possible and replace them with richer experiences that will actually bring rest, joy, and security.

Category 2 - Urgent, Not Important - **Automate**

These are routine tasks that need doing but require no special skill.

✅ *What to put here:* Invoicing, cleaning, shopping, routine e-mail responses, adding e-mails to a newsletter, driving, or formatting and sharing content.

❌ *What not to put here*: Time spent directly coaching, working with clients, or providing feedback.

If a computer or a high school grad with a video tutorial and a checklist could do this task, write it down here:

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The end goal for Category 2 tasks is to **automate** them. This could be literal automation using apps, templates, and workflows, or it could be ***delegation***, writing out your process and hiring out the details. Whether it's worth it to automate something *now* will depend on your current progress. Prioritize automation that will save the greatest time at the lowest cost. As you reallocate time to Category 3 and 4 and begin to earn more, you'll free the resources to delegate more and more tasks.

Category 3 - Urgent, Important - **Execute**

These are tasks that demand your focus, attention, and expertise. They often *define* your work, and being excellent in these areas is what gets your client and your business results.

✅ *What to put here:* Video reviews, platform coaching, thoughtful responses to clients and followers, video shoots and content creation, critical meetings and conversations, interviewing and leading team members.

❌ *What not to put here:* Routine tasks, meetings, and calls that don't align teams or lead to new actions, long-term projects or hobbies.

If being *excellent* at this thing would get you more clients and enable you to deliver a higher quality product or service, write it here.

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The end goal for Category 3 tasks is to **execute** at a high level. As you excel at managing Category 1 and 2 tasks, Category 3 will often grow beyond what you can handle alone, or there may be Category 3 tasks that are critical but beyond your experience. When you're pressed against a ceiling and *hurting because you can't grow*, look at *hiring out* Category 3 tasks to qualified teammates and experts.

Category 4 - Not Urgent, Important - **Maximize**

Yes, the *not-urgent* tasks are the highest priority. They open creative opportunities and can be what we enjoy most out of life.

✅ *What to put here:* Quality time with family and friends. Hobbies and side projects. Volunteering and faith-centered time. Reflection. Real rest and vacation.

❌ *What not to put here:* Any daily task you're already doing.

If spending more time here could potentially 5X your business, make you a better partner, or leave you more satisfied on your death-bed, write it down here:

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The end goal for Category 4 tasks is to **maximize** both your time spent here and the quality of your attention when doing them. That *doesn't* mean maximizing your earnings, status, or prestige, so this category will be the most unique and personalized of the four. Only you can decide what you truly value.