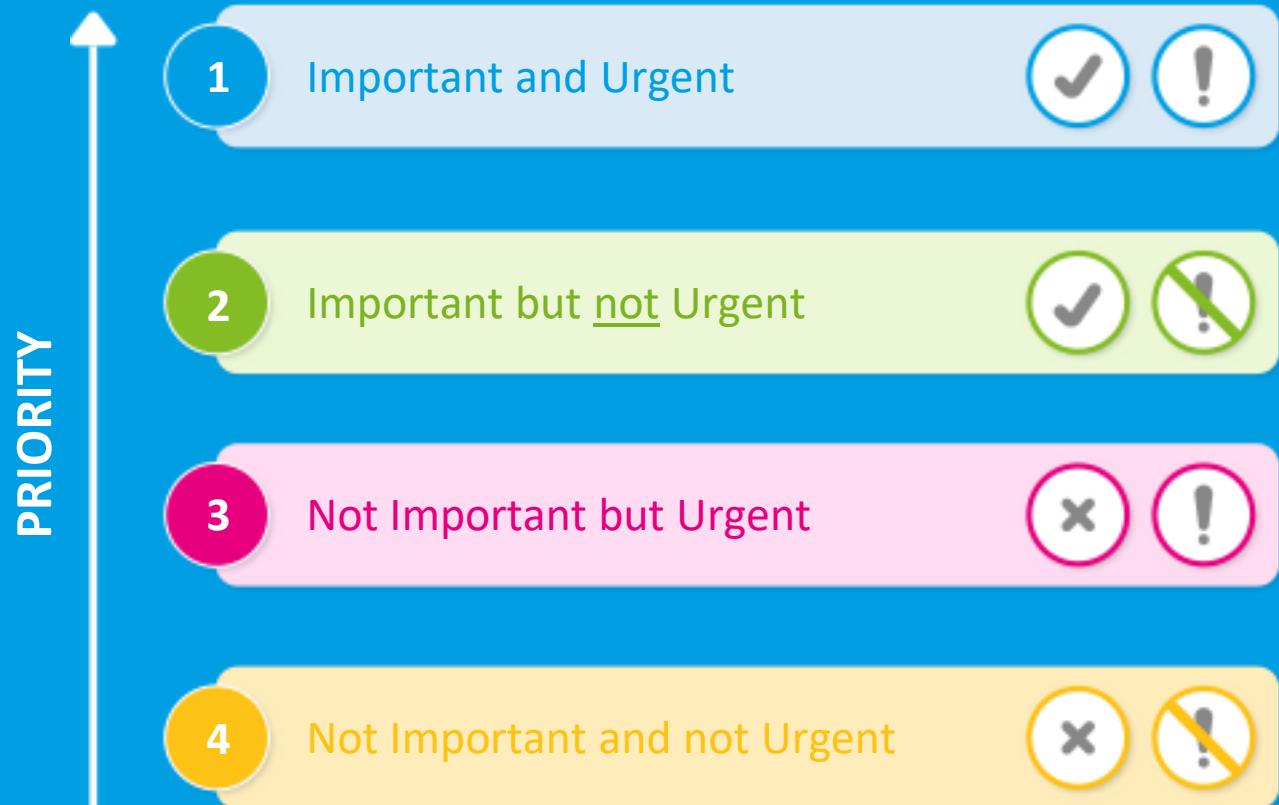


HOW TO USE EISENHOWER'S PRINCIPLE

- List all of the tasks and projects you feel you have to do
- Include everything that takes up any of your work time, no matter how unimportant they may seem
- Consider each task and place them into one of the four categories



1. IMPORTANT AND URGENT

Two types of activities fall into this category:

- Those you could not have foreseen
- Those you consciously left until the last minute

Therefore, some of your time pressures can be reduced by planning ahead, whilst others can't be anticipated. The best way to manage this situation is to block time in your calendar for both situations.

Should anything crucial arise you will need to consider which tasks can be postponed.

If you have a lot of urgent and important activities, pinpoint those which could have been foreseen, and think about how you could plan similar activities in the future, so that they don't become urgent.



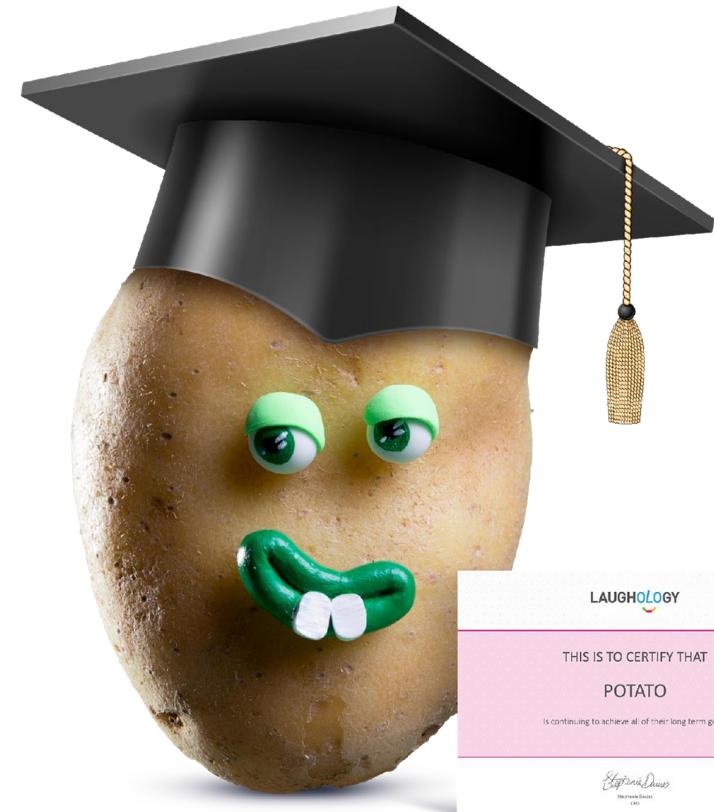
READ

2. IMPORTANT BUT NOT URGENT

These are the tasks that enable you to achieve your personal and professional goals, and complete important work.

So that they can be done properly:

- Consider which part of the day you are at your most creative / productive / effective... Morning / Afternoon / Evening?
- Add calendar entries, around this time, in advance to prevent them from becoming urgent.
- Remember to block some time out for those unexpected requests!



3. NOT IMPORTANT BUT URGENT

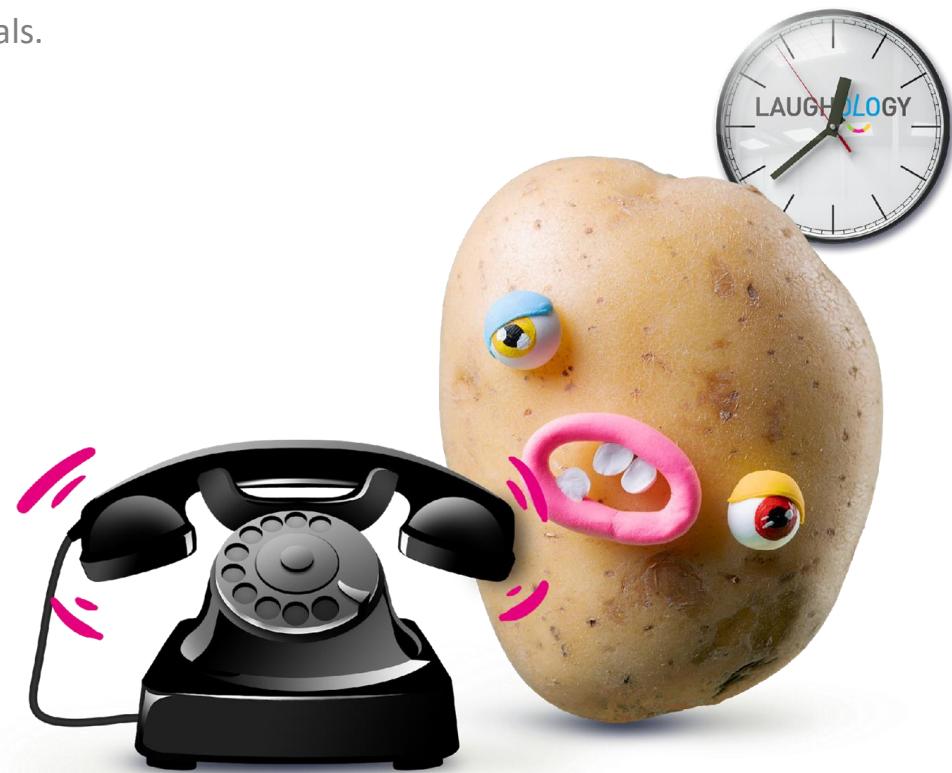
These tend to be the tasks that prevent you from achieving your goals.

Therefore, consider the following:

- Am I able to reschedule or delegate them?
- Might someone else be better suited?
- Is this task something I could say 'no' to?

If you feel you are the person for the job, then regularly communicate your availability with the person(s) requiring your help. That way you can keep your most productive time for your work.

Where feasible, arrange regular meetings with the person who needs your help, in order to complete several tasks with them at one time.



4. NOT IMPORTANT, NOT URGENT

These tend to be distractions and unhelpful, so try to avoid them as much as possible.

However, **breaks are good for productivity and resilience** so make sure you stop for a cuppa every now and again (but not so many that they are an excuse to procrastinate!)

There may also be times that helping others with their requests will help build relationships. They are fine, if you can spare the time. However, if your workload is daunting it is perfectly acceptable to politely say 'no' and explain why.



EISENHOWER'S PRINCIPLE – URGENT VERSUS IMPORTANT – DO

Fail to plan, plan to fail.

An oldie 'cos it's a goodie.

- Book time in your calendar – to plan how best to use it!
- Consider what gets in the way of your productivity / motivation.
- Recognise which part of the day you are at your most effective.
- For bigger tasks, apply the Pomodoro technique – how could you break your tasks up to make them more manageable?
- Decide which tasks fall under which of Eisenhower's categories.
- Arrange a time with your line manager for you to talk though your plan. Is it realistic? Could it be altered in any way?
- Remember, it can always be revisited!

START HERE

First, make a list of all the things you need to do, no matter how large or small.

Then, put each task or activity into one of the following four categories:



Not Important and not Urgent

Do you constantly check your social media or messaging apps?

These types of activities are usually just distractions, and should be your lowest priority.

Now that you've categorized your tasks, you can schedule them based on their importance and urgency.



Urgent and Important

These are the most important tasks and should take priority. For example, answering an urgent email inquiry from a top customer, or writing a crucial report on time.

1



“I have two kinds of problems: the urgent and the important. The urgent are not important, and the important are never urgent. ”

Dwight D. Eisenhower, U.S. President, 1953 to 1961



Important but not Urgent

These activities help you to achieve your long-term goals and aspirations, in your work and personal life.

For example, gaining a qualification that helps you to progress in your career.



3

Not Important but Urgent

These are the tasks that can hold you back from reaching your goals.

This could be meetings, excessive demands from co-workers, or taking phone calls.

4