

# The Eisenhower Matrix

A powerful decision-making framework that helps you **prioritize tasks, increase productivity, and focus on what truly matters.**

	Urgent	Not Urgent
Important	<b>Do Immediately</b> These tasks require immediate attention and have serious consequences if ignored.	<b>Plan &amp; Schedule</b> These tasks contribute to long-term success but don't require immediate attention.
Not Important	<b>Delegate or Automate</b> These tasks feel urgent but don't necessarily require your direct attention.	<b>Eliminate or Minimize</b> These tasks don't add value and often act as distractions from meaningful work.

*"What is important is seldom urgent, and what is urgent is seldom important."*

- President Dwight D. Eisenhower



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