

TOOL NAME: EISENHOWER MATRIX

Description: An Eisenhower Matrix is a workflow decision-making tool that plots tasks in a square based on a comparison of two attributes: urgency and importance. Depending on where a task falls in the matrix, it should either be done now, scheduled for later, delegated to someone else, or eliminated from the workflow. At its most basic, the Eisenhower Matrix is binary (urgent / not urgent, important / not important), but depth could be added with a rating scale.

Sample (for a book editor)

	Urgent	Not Urgent
Important	<p>DO</p> <p>Approve cover art for Excelsior Edition of "The Sound and the Fury"</p> <p>Complete final editing pass and approvals of "Four-Part Harmony: A History of the Barbershop Quartet"</p>	<p>SCHEDULE</p> <p>Winter catalog pitch meeting with New York buyers</p> <p>Lunch with Small Press Editorial Board</p>
Not Important	<p>DELEGATE</p> <p>Complete first editing pass of Tina Timpani's unnamed manuscript</p> <p>Mail review copies of "the Pied Piper Rides Again" to the Tri-Cities Symphonic Society</p>	<p>ELIMINATE</p> <p>Read the Glock & Spiel Agency's new client's latest manuscript</p>