

Urgent vs Important

How do you decide what is urgent and what is important? The two are not the same as defined by Dwight D Eisenhower, the 34th President of the United States of America, who invented the Eisenhower Decision Making Matrix.

'What is important is not urgent and what is urgent is never important'.

To begin, make a list of all the tasks you need to complete over the next week. Then place them into one of four quadrants listed below.

<p>Quadrant One Important and Urgent</p> <p>Must require immediate action or it is a crisis. It requires you to act quickly with little time for thought.</p>	<p>Quadrant Two Important but not urgent</p> <p>Items that will assist you achieve your goals, but they do not require immediate action. This category is your focus as it allows you to respond rather than react.</p>
<p>Quadrant Three Not important but urgent</p> <p>Items that interrupt you such as calls, emails and sudden drop ins. These tasks do not assist you achieve your goals but only help others with their own goals. Do not confuse Q3 with Q1</p>	<p>Quadrant Four Not important Not urgent</p> <p>Tasks that have no real purpose but take up critical time such as social media and television. These tasks are a waste of time unless they are part of your core goals as a social media marketer.</p>

To help you decide which quadrant to allocate each task, use the following questions to decide on if a task is urgent or important.

- * Does it help you move forward with your long-term goals?
- * Has the task been generated by you or someone else? Are you doing it to please them? Does it add value to your life?
- * What will happen in a day or week if you do not complete the task?
- * Can you delegate the task?
- * Are you aware of how much time you are distracted by tasks in Q4?
- * Do you complete an unimportant task just because it is quick?
- * What can you do to clear your schedule to make room for Q2 tasks?

