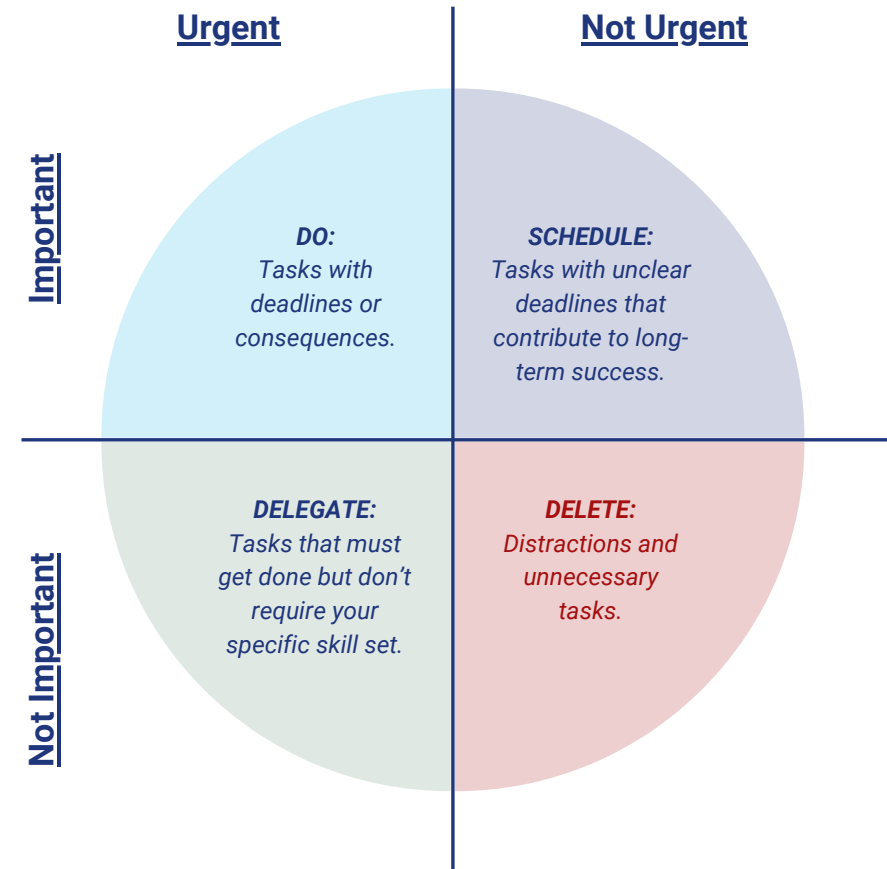


THE EISENHOWER MATRIX

Stephen Covey's four-quadrant matrix, also known as The Eisenhower Matrix, is an excellent tool for helping leaders prioritise tasks. It consists of four quadrants, categorising tasks based on their urgency and importance.

- **Quadrant I** includes urgent and important tasks, requiring immediate attention.
- **Quadrant II** contains important but not urgent tasks – these are often strategic and contribute to long-term goals.
- **Quadrant III** includes urgent but not important tasks that can typically be delegated.
- **Quadrant IV** focuses on tasks that are neither urgent nor important and should generally be eliminated from the to-do list.



By understanding and implementing The Eisenhower Matrix, leaders can efficiently allocate their time and resources. This ensures that critical tasks are not neglected, and prevents burnout from focusing too heavily on urgent but less important tasks.

THE EISENHOWER MATRIX

