**The Eisenhower/Covey Urgent or Important Time Management Matrix**

<https://how-to-start-in-affiliate-marketing.com/ways-to-improve-time-management-the-urgent-or-important-matrix>

**1. Analyse Your Current Time Management**

1. Create or download a blank version of the matrix
2. Make 7 or 5 copies – one for each day of the week you intend to study
3. Record each task into the appropriate box along with the time you spent on the activity
4. At the end of the week, add up and analyse how much time you spent in each quadrant
5. Look at the table below to see where you need to make adjustments.

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| --- | --- | --- |
|  | **Urgent** | **Not Urgent** |
| **Important** | ***Quadrant 1*** | ***Quadrant 2*** |
| **Not Important** | ***Quadrant 3*** | ***Quadrant 4*** |

**2. Make Adjustments to Become More Productive**

1. Create or download a blank version of the matrix
2. At the start of each week or day, go through each task on your “to do” list and ask yourself honestly if it is urgent or important – do be honest here. Keep in mind the outcomes you have for your business not just things you enjoy doing
3. Write each task into the appropriate quadrant on your desk.
4. When you have created your matrix, do the following:
   1. Complete all the tasks in quadrant 1 first, since these are both urgent and important
   2. Delegate as much from quadrant 3 as you can so that these no longer fall under your remit
   3. Concentrate the majority of your time on quadrant 2 tasks since these will bring the greatest reward
   4. Ignore the tasks in quadrant 4 – do them in your spare time.

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