THE PRIORITY MATRIX

IMPACT HOW MUCH WILL THIS HELP ME REACH MY GOALS?

HIGH

START HERE

QUICK WINS

DO THESE FIRST!



These are your top priorities. They provide the most value for the least amount of work and will build immediate momentum.

MAJOR PROJECTS

PLANT FOR LATER.



These are great, high-impact ideas that will take significant time and resources.

Schedule these out.

FILL-IN TASKS

DELEGATE OR DO IF TIME ALLOWS.



These are easy to do but won't move the needle much. Don't let them distract you from your Quick Wins.

LOW PRIORITY

DEPRIORITIZE FOR NOW



These ideas require a lot of effort for little immediate return. The smartest move is to strategically set them aside, freeing up your valuable energy for the **QUICK WINS.**

LOW

HIGH