**Prioritization Matrix – Importance vs Urgency**

**Do Second**

**Do Now**

**Don’t Do**

**Do Later**

LOW

HIGH

**URGENCY**

**IMPORTANCE**

LOW

HIGH

**Prioritization Matrix – Impact vs Effort**

**Quick Wins**

**Major Projects**

**Fill-ins**

**Thankless Tasks**

LOW

HIGH

**EFFORT**

**IMPACT**

LOW

HIGH

More information: <https://www.mindtools.com/>