The WIN Matrix – What's Important Now

Use the WIN Matrix to prioritize business and personal tasks.

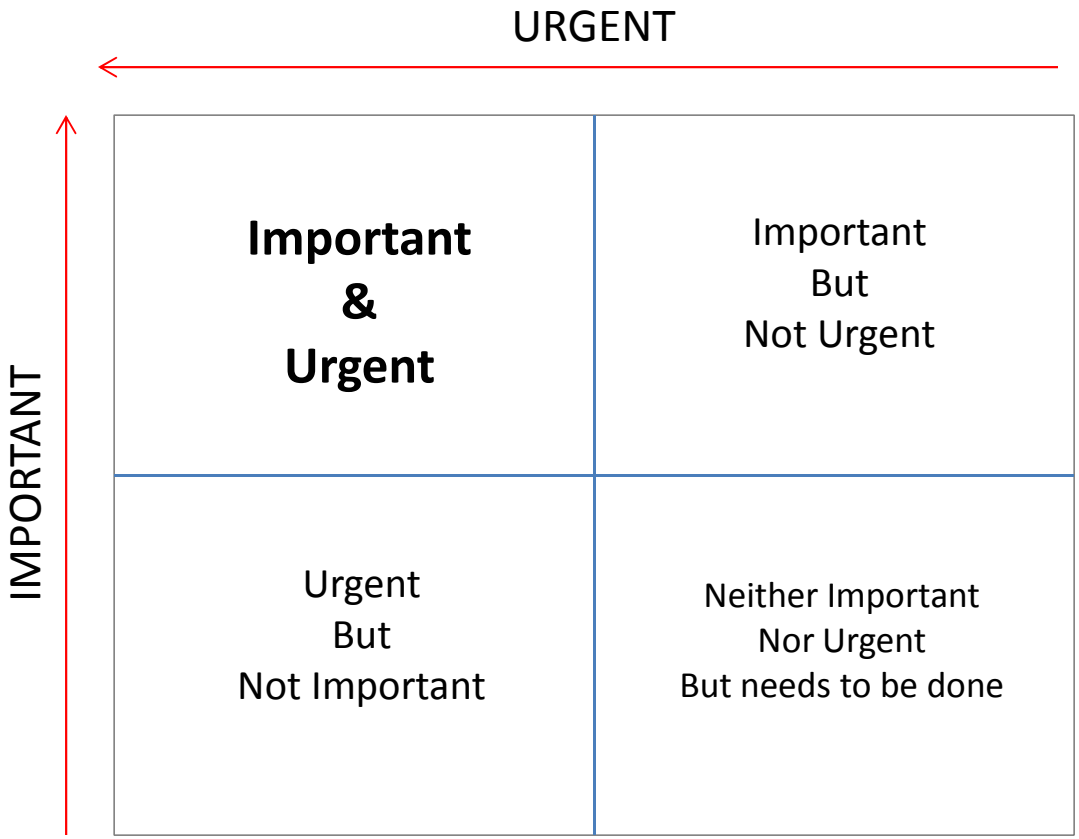
The quadrants represent levels of importance and urgency.

The upper-left quadrant is for the most important and urgent.

The following pages show the matrix in different sizes: full page, half page, quarter page, etc.

Perhaps one side of the page is for business tasks and the opposite side is for personal tasks.

Check off completed tasks. Circle incomplete tasks.



Important & Urgent	**Important** but not Urgent
Urgent but not Important	Neither Important nor Urgent

Important & Urgent | **Important** but not Urgent

Urgent but not Important | Neither Important nor Urgent

Important & Urgent | **Important** but not Urgent

Urgent but not Important | Neither Important nor Urgent

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