**Portfolio Optimisation:** 

Do the right work at the right time



## Eisenhower Matrix

#### What is the Eisenhower Matrix?

A prioritisation tool where work is broken into distinct actions and time allocations. At a strategic level the Eisenhower Matrix allows everyone to understand the funding and people allocations.



### Why use it?

Ensure focus on the highest priority work to be done. Label work based on impact.



## How do you use it?

During your planning sessions look at all the initiatives and allocate them to a quadrant based on Urgency and Importance.

## Urgent / Time Critical

Don't do work in the order it arrives!



Use the 4Ds to DELIVER

Not Urgent / Not Time Critical



## **Non-core Activities**

Outsource, check progress, & give feedback

# Delegate It needs to be done.

It needs to be done.
Pass it over to someone else
who has the capacity. Don't use your
valuable assets for this

# **Delete**

It is discretionary.

Do it if there is time,
otherwise delete it from the list.

10%
Interesting Opportunities

Spent some time planning and/or executing these tasks Not Important and Non Urgent Important AND Urgent 50%

**Core Business** 

Spent MOST time here, delivering these tasks

# Do it NOW!

The tasks is both mission critical and time critical. Focus all energy on getting it done ASAP!

Decide

Plan and set aside time in the future when it will be done.

20%

# Strategic Growth Spent some time planning

spent some time planning and/or executing these tasks

Important BUT Not Urgent tasks



Energy is best spent here! Allocate funding and people to these initiatives first!

Things change over time. Keep an eye on the work, adjust as needed.



Non Critical / Not Important



## Keep Going!

Every time a new initiative is identified, assign it to a quadrant, then work on it as indicated.



## Mission Critical / Important

### Pro Tips:

Use this technique to create alignment with all senior Stakeholders. This addresses the Ego and Empire Building issues that can drive your Delivery Portfolio in the wrong