

# Your Eisenhower Matrix

## The Founder's Strategic Dashboard



# How to Use This as a Founder

Your startup's success depends on focusing on the right things, not doing all things. This matrix is your strategic filter.

## The 3-Question Quick Sort

1. Will this directly impact revenue/users in 48 hours? 2. Does this build long-term competitive advantage? 3. Can someone else (or something else) do this?

## Remember

- Your time is your most valuable asset
- Good enough today beats perfect next month
- Every 'yes' is a 'no' to something else
- Burnout kills more startups than competition
- Focus is your competitive advantage

## The Founder's 3-Question Filter

Cut through the noise with these three strategic questions:

### Question 1

**Will this directly impact revenue, users, or survival in the next 48 hours?**

**If YES:** It's URGENT → Continue to Q2

**If NO:** It's NOT URGENT → Continue to Q2

### Question 2

**Does this build long-term value, competitive advantage, or critical capabilities?**

**If YES:** It's IMPORTANT → Place based on urgency

**If NO:** It's NOT IMPORTANT → Place based on urgency

### Question 3

**Can this be automated, outsourced, or done by someone else?**

**If YES:** Consider DELEGATING (especially if in Q3)

**If NO:** You need to own it personally

# Examples for Each Quadrant

## Crisis Mode (Do Now)

True emergencies that threaten your business survival or growth

- **Production server is down** - Every minute costs you customers and revenue
- **Key investor wants to meet tomorrow** - Funding opportunities have expiration dates
- **Major customer threatening to churn** - Losing them could kill your runway
- **Critical security vulnerability** - Data breaches can end startups
- **Payroll processing today** - Your team depends on you

## Growth Zone (Schedule It)

Strategic work that builds your competitive moat

- **Product roadmap planning** - Prevents building features nobody wants
- **Building key partnerships** - Relationships compound over time
- **Creating scalable processes** - What got you here won't get you there
- **Strategic hiring** - A-players build A-companies
- **Customer research** - Understanding > assumptions

## Delegate Zone (Find Leverage)

Operational tasks that don't require founder magic

- **Scheduling meetings** - Use Calendly or a VA
- **Social media posting** - Batch create and schedule
- **Expense reports** - Automate with Expensify
- **Customer support tickets** - Build a support team or use AI
- **Data entry and reporting** - Hire a freelancer or automate

## Delete Zone (Just Say No)

Distractions disguised as opportunities

- **Attending every startup event** - Networking without purpose is procrastination

- **Perfecting your logo (again)** - Customers care about value, not aesthetics
- **Reading every startup blog** - Information without implementation is entertainment
- **Premature optimization** - Don't scale what doesn't work yet
- **Vanity metrics tracking** - Focus on metrics that matter

# Common Teacher Traps to Avoid

## The Shiny Object Syndrome

Every new opportunity, partnership, or feature idea feels like it could be 'the one' that changes everything.

**Solution:** Create an 'Opportunity Backlog' in Q4. Review monthly. If it's still exciting after 30 days, reconsider.

## The Founder Hero Complex

Believing you're the only one who can do things 'right' and trying to control every aspect.

**Solution:** Document processes as you do them. If you've done it twice, someone else can do it with instructions.

## The Revenue-at-All-Costs Trap

Taking on bad clients, building custom features, or pivoting constantly just to make revenue.

**Solution:** Not all revenue is good revenue. Q2 time spent on ideal customer discovery pays off long-term.

## The Comparison Trap

Seeing other startups' highlight reels and feeling behind, leading to poor strategic decisions.

**Solution:** Your only competition is your yesterday. Focus on your own Q2 and let others chase shiny objects.

# The Founder's Daily Matrix Ritual

5 minutes each morning, 3 minutes each evening. Compound effect = game-changing.

## Morning (5 minutes)

1. Brain dump everything on your mind
2. Run each through the 3-question filter
3. Place in appropriate quadrants
4. Choose ONE Q2 task as your 'win' for today
5. Block calendar time for it before meetings

## Afternoon (3 minutes)

1. Celebrate completed tasks (especially Q2)
2. Move incomplete Q1 items to tomorrow
3. Add new tasks that emerged during the day
4. Identify tomorrow's ONE Q2 priority
5. Clear Q4 items guilt-free

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