# Eisenhower Matrix for Product Managers

Your Strategic Prioritization Dashboard

For guidance and digital tool, visit: https://www.eisenhowermatrix.com/templates/eisenhower-matrix-for-product-managers/

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| **Ship Now**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Strategic Work**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Delegate/Deflect**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Backlog Purgatory**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

# How to Use This as a PM

Your success is measured by shipping the right things, not shipping everything. This matrix helps you identify what 'right' means.

# The PM Quick Sort

1. Does this block users or revenue today?
2. Does this align with our product strategy?
3. Can someone else handle this?
Be ruthless. Your backlog is not a wishlist.

# Remember

• Your time is the scarcest resource
• Saying no is a core PM skill
• Strategy happens in Q2, protect it
• Not every bug needs fixing
• Ship to learn, not to perfect

# The PM's 3-Question Filter

Cut through feature noise with these strategic questions:

## Question 1: Will this measurably impact our key metrics in the next 30 days?

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

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

## Question 2: Does this align with our product strategy and user needs?

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

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

## Question 3: Can another team handle this or can we automate it?

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

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

# Common Product-managers Traps to Avoid

## The Democratic Roadmap

Trying to make everyone happy by adding all requests to the roadmap.

**Solution:** Your job isn't to say yes to everything, it's to say yes to the right things. Use data to justify decisions.

## The Feature Parity Trap

Copying every competitor feature because 'we need parity.'

**Solution:** Focus on your unique value prop. Being different is better than being the same.

## The Shiny New Tech Syndrome

Engineers want to rebuild everything with the latest framework.

**Solution:** Unless it solves a user problem or enables new capabilities, it's Q4. Innovation should serve strategy.

## The Loudest Voice Wins

Prioritizing based on who complains most or has the most political power.

**Solution:** Create objective criteria for prioritization. Let data be the bad guy, not you.

# The PM's Daily Matrix Ritual

15 minutes that save hours of context switching

## Morning (10 minutes)

1. Review yesterday's metrics and feedback

2. Scan Slack/email for new fires

3. Update matrix with new requests

4. Choose ONE Q2 item to protect time for

5. Block calendar for deep work

## Afternoon (5 minutes)

1. Mark completed items

2. Move blocked items to tomorrow

3. Add new tasks that emerged

4. Update stakeholders on Q1 items only

5. Archive or delete Q4 items