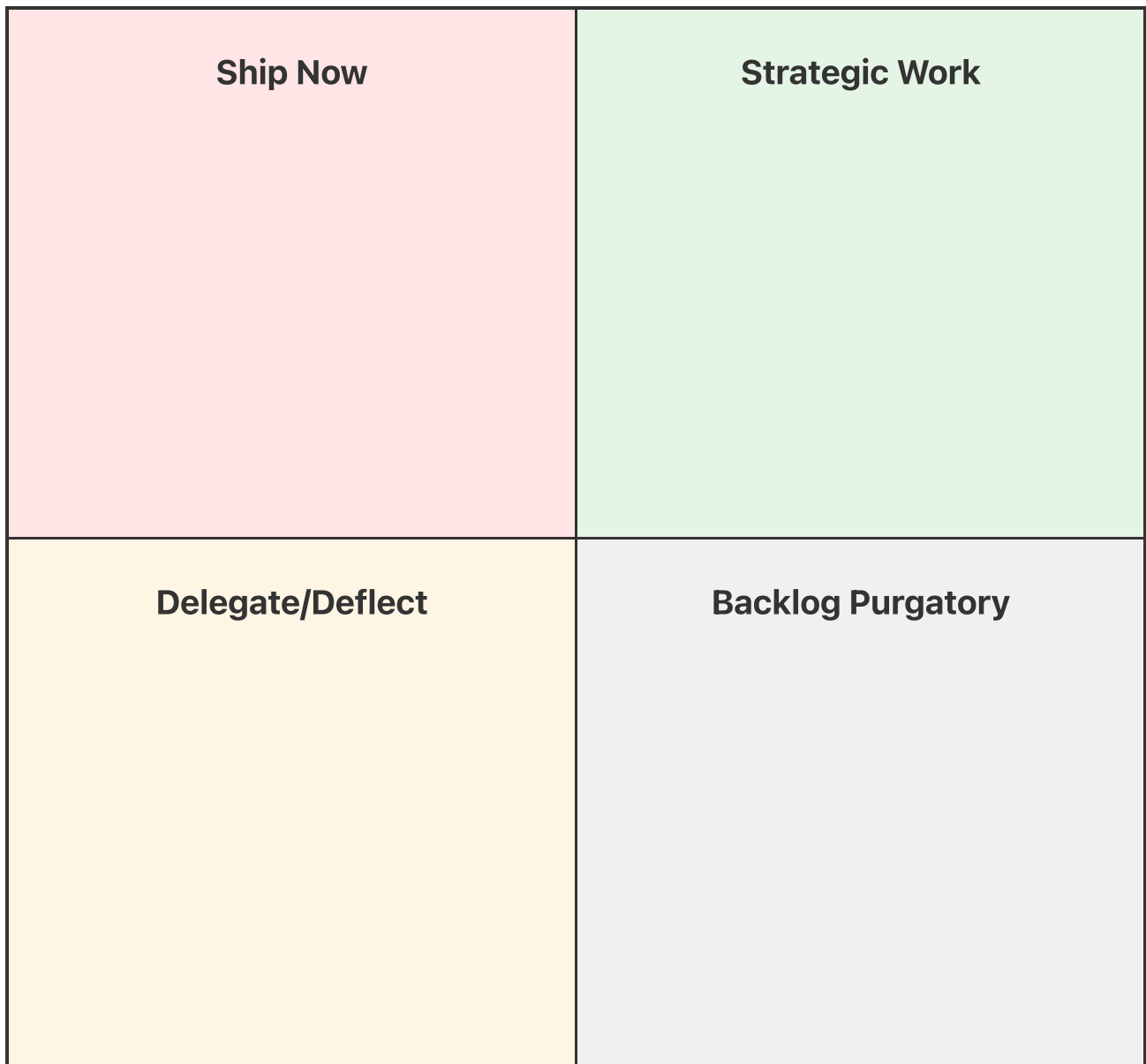


Product Manager's Eisenhower Matrix

Your Strategic Prioritization Dashboard



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

Examples for Each Quadrant

Crisis Mode (Do Now)

True emergencies that block users or business

- **Production breaking bug** - Users can't complete critical actions
- **Security vulnerability** - Data and trust at risk
- **Launch-blocking issue** - Marketing already announced the date
- **Major customer escalation** - Revenue at risk, CEO involved
- **Compliance deadline** - Legal requirements can't be delayed

Strategy Zone (Schedule It)

The work that defines great products

- **User research and interviews** - Understanding > assumptions
- **Product vision and strategy** - Sets direction for everything else
- **Technical architecture planning** - Prevents future scaling issues
- **Team development and mentoring** - Force multiplier for productivity
- **Competitive analysis** - Strategic positioning matters

Delegate Zone (Push Back)

Others' priorities trying to become yours

- **Sales feature requests** - Often single-customer needs
- **Status report meetings** - Can be async updates
- **Non-critical bug fixes** - Engineering can prioritize
- **Stakeholder check-ins** - Can be handled by PM tools
- **Documentation requests** - Technical writers exist

Delete Zone (Just Say No)

Feature creep and shiny objects

- **Nice-to-have features** - No clear user need or business value

- **Premature optimization** - Solving problems you don't have yet
- **Vanity metrics tracking** - Measure what matters
- **Excessive competitor copying** - Focus on your users, not theirs
- **Perfect is enemy of shipped** - 80% solution often sufficient

Common Teacher 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

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