# Eisenhower Matrix for Small Business Owners

Your Path from Operator to Owner

For guidance and digital tool, visit: https://www.eisenhowermatrix.com/templates/eisenhower-matrix-for-small-business-owners/

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| **Handle Now**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Growth Work**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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# How to Use This as a Business Owner

Your goal is to spend less time IN your business (Q1/Q3) and more time ON your business (Q2). This matrix helps you make that shift.

# The Owner's Quick Sort

1. Does this keep the doors open today?
2. Does this grow the business or reduce future work?
3. Can someone else handle this with training?
Be ruthless about protecting growth time.

# Remember

• You didn't start a business to have a job
• Systems and people create freedom
• Working harder isn't the answer
• Your business should serve your life
• Growth happens in Q2

# The Business Owner's 3-Question Filter

Make fast decisions with these three questions:

## Question 1: Will this affect cash flow or operations 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 grow revenue, reduce costs, or improve customer satisfaction?

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

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

## Question 3: Can an employee, contractor, or system handle this?

**If YES:** DELEGATE IT (especially if in Q3)

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

# Common Small-business-owners Traps to Avoid

## The Superhero Complex

Believing you're the only one who can do things 'right' in your business.

**Solution:** Document how you do things, then train others. 80% quality from employees beats 100% quality from an exhausted owner.

## The Perfectionism Prison

Spending hours perfecting things customers don't notice or care about.

**Solution:** Ask: 'Will this perfectionism drive more sales or satisfaction?' If no, it's Q4.

## The Yes Disease

Taking on every customer request, custom order, or special project.

**Solution:** Not all revenue is good revenue. Focus on profitable, scalable work that fits your model.

## The Comparison Game

Constantly watching competitors instead of focusing on your customers.

**Solution:** Spend that time talking to actual customers. They'll tell you what matters.

# The Owner's Daily Matrix Check

15 minutes to stay strategic while managing operations

## Morning (10 minutes)

1. Check cash position and critical metrics

2. Review team capacity and coverage

3. Sort new tasks into quadrants

4. Identify ONE growth activity for today

5. Delegate or defer Q3 items

## Afternoon (5 minutes)

1. Mark completed tasks

2. Note what got delegated successfully

3. Capture new tasks that emerged

4. Plan tomorrow's Q2 time block

5. Celebrate moving from IN to ON