

# PRIORITISATION

## The Scenario: Susan's Monday

### Meet Susan

Susan works in a mid-level role at a marketing agency. It's Monday morning, and their list is a mix of hard deadlines, social pressures, and low-value noise. Using different methods allows Susan to manage both their expectations and their energy levels.

### The Brain Dump List

01. Prepare slides for a client pitch on Friday
02. Respond to 23 unread emails
03. Post a company update on LinkedIn
04. Book annual leave for next month
05. Update timesheet (due by 5pm today)
06. Write performance review for a team member (due next week)
07. Finish reading a report for tomorrow's team meeting
08. Call the IT desk about laptop glitches
09. Proofread and send a blog draft to the comms team
10. Buy a birthday card for a colleague's surprise lunch today

# Method 1: The Task Matrix

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Susan uses the Urgency-Importance matrix to manage deadlines and external expectations.

## URGENT & IMPORTANT

### DO NOW

- Update timesheet (5pm deadline)
- Read report for tomorrow

## NOT URGENT & IMPORTANT

### DECIDE / SCHEDULE

- Prepare pitch slides (Due Friday)
- Write staff review
- Respond to critical emails

## URGENT & NOT IMPORTANT

### DELEGATE / DEFER

- Buy birthday card (Social pressure)
- Post LinkedIn update
- Proof blog draft

## NOT URGENT & NOT IMPORTANT

### DROP / BATCH

- Book annual leave (Can wait)
- Call IT (Not critical now)

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**Result: Susan focuses on hard deadlines like the timesheet first.**

## Method 2: The MoSCoW Method

### **M** MUST HAVE (DO TODAY)

- Submit timesheet (Due 5pm)
- Read report for tomorrow's meeting
- Buy birthday card for surprise lunch

### **S** SHOULD HAVE (IMPORTANT)

- Start preparing pitch slides
- Write performance review (Due next week)
- Respond to important emails
- Call IT (Annoying but needs sorting)

### **C** COULD HAVE (HELPFUL)

- Proof blog draft
- Post LinkedIn update
- Book annual leave

### **W** WON'T HAVE (POSTPONE)

- *Non-urgent emails / Extra admin noise*

***"If everything is a priority, nothing is a priority."***

# Method 3: The ABCDE Method

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## **A** ABSOLUTELY MUST DO

- Submit timesheet (Due today)
- Read report (Needed for tomorrow)
- Start pitch slides (High impact)

## **B** IMPORTANT BUT NOT CRITICAL

- Write performance review
- Respond to important emails
- Call IT desk

## **C** NICE TO DO

- Proof blog draft
- Post on LinkedIn
- Buy birthday card (Nice gesture)

## **D** DELEGATE

- Shared inbox emails
- Blog proofing (if assistant available)

## **E** ELIMINATE

- *LinkedIn post (if energy is low)*

***By sorting the noise, Susan protects their focus for the high-consequence tasks first.***