Worked example - a priority matrix for a fictional week. Rename the quadrants to suit your topic.

2x2 matrix

Topic: Jobs for the week - urgent and important Date: 10/11/2026

Top left

Urgent and important

- Do now: send the supplier invoice
- Do now: fix the broken till
- Do now: book the repair visit

Top right

Important, not urgent

- Plan: write next year's menu
- Plan: train new staff
- Plan: prepare Sunday opening

Bottom left

Urgent, not important

- Hand over: routine emails
- Hand over: reorder napkins
- Hand over: return crates

Bottom right

Neither urgent nor important

- Drop: reorganise shelf photos
- Delay: check competitor posts daily

Axes used Across: importance. Down: urgency

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How to use this template

A 2x2 matrix sorts items by two questions at once. Common examples are urgent against important, effort against impact, or cost against value.

1. **Choose your two measures.** Decide what each axis means and write it in the box under the matrix.
2. **Rename the four boxes.** Give each quadrant a short title, such as Quick wins or Big projects.
3. **Place your items.** Write each idea or task in the box that fits best.
4. **Decide what to do first.** Start with the box you have agreed matters most.