



Action Priority Matrix

Prioritizing Your Activities

The Action Priority Matrix is a simple diagramming technique that helps you choose which activities to prioritize (and which ones you should drop) if you want to make the most of your time and opportunities.

It's useful because most of us have many more activities on our "wish lists" – whether these are bright ideas to pursue, exciting opportunities or interesting possibilities – than we have time available. By choosing activities intelligently, you can make the very most of your time and opportunities.

However by choosing badly, you can quickly bog yourself down in low-yield, time-consuming projects that close down opportunities and stop you moving forwards.

Figure 1: The Action Priority Matrix

