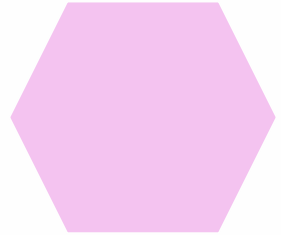
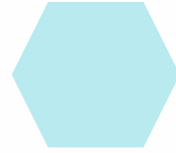


**Establish your
priorities and stick
with them**

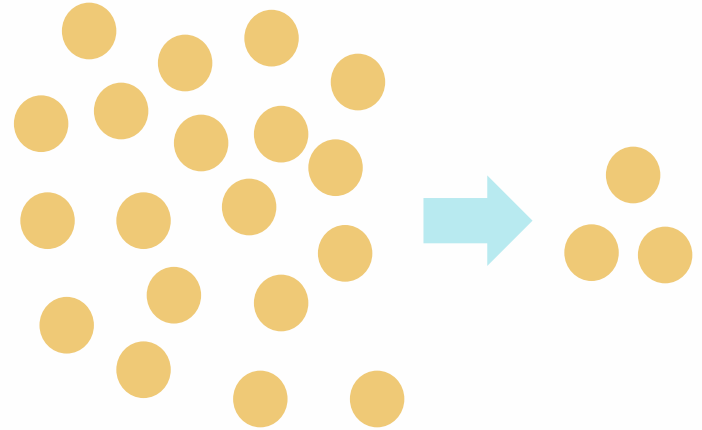


Setting your priorities

Prioritisation is a critical strategic activity that ensures you're allocating your resources—time, energy, and money—effectively to tasks that bring you closer to your business vision.

It will help you:

- Focus on what matters most
- Manage resources efficiently:
- Reduce overwhelm
- Work more productively and effectively



**All the things you
could do**

**What you
have
chosen to
do**

Making time for prioritisation



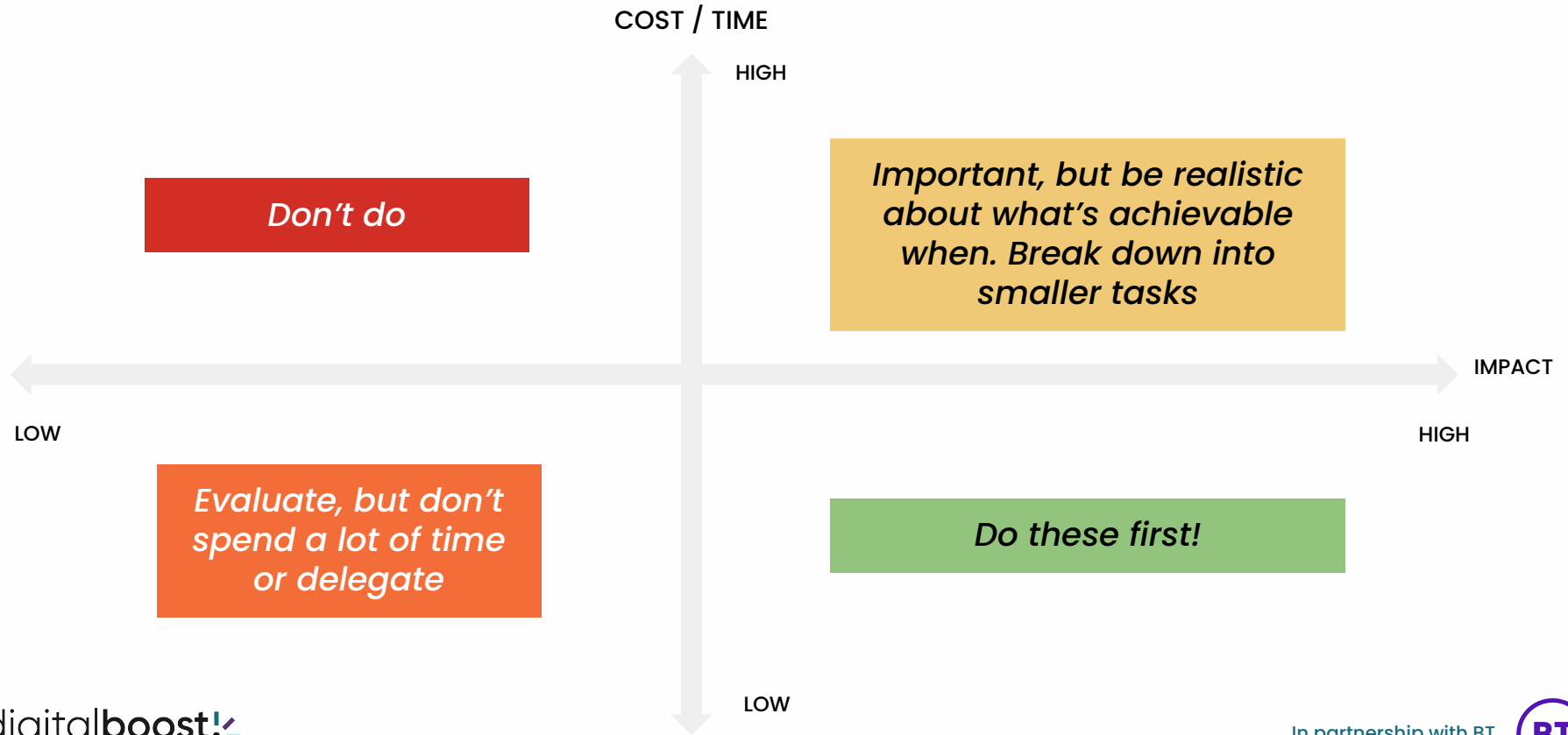
Top tips

- Block off regular time slots in your calendar for prioritisation. Treat this time as non-negotiable.
- Break tasks into smaller chunks and tackle them in bite-sized increments to make it more manageable.
- Set boundaries: Learn to say no to distractions and low-priority tasks that derail your focus. Protect your prioritization time like a valuable asset.

Step-by-step prioritisation

1. Capture all the thing you need to do - or could do
2. Evaluate each task or project based on its potential impact on your business vision and the resources required to complete it.
3. Create a simple matrix with two axes—impact (high to low) and resource requirement (low to high)—to visually map out your priorities. See next page.
4. Based on your assessment, assign each task a priority level (e.g., do first, don't do, etc.). Factor in deadlines and time-sensitive tasks when determining priority levels.
5. Channel your efforts into tackling high-priority tasks first. These are the activities that will move the needle toward your business vision. For tasks with lower priority levels, consider delegating them to others or postponing them to a later time when resources allow. Also identify what you 'won't do' and stick with it!

Plot your activities against the prioritisation grid



Top tips

- **Be Strategic:** Prioritise tasks that align with your long-term vision and goals.
- **Break Down Tasks:** For items that are a great fit with your vision and goals, but require a lot of effort, chunk it down into smaller, easier to do tasks.
- **Review Regularly:** Priorities can shift as your business evolves. Set aside time periodically to reassess and adjust your priorities accordingly.
- **Stay Flexible:** Embrace agility and adaptability in your prioritisation process. Be prepared to pivot and reallocate resources as needed to stay on course toward your vision.