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## Week 33 Focus: Prioritization

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**Focus Question: What do you want to focus on today?**

### Description

There are many competing priorities in a business. What are the things you want to focus on today? This week?

As solopreneurs, it's unlikely that our To-Do list will ever be complete. We can overwork ourselves to the point of burn out.

As virtual and remote professionals the issue of prioritization takes on immense significance given that we are likely to be part of multiple teams, working across different time zones, with each team and leader having different priorities. Having to work more autonomously, and independently, we also can benefit from prioritizing what's important from the "bigger picture" of what's on our desk at any given moment of time.

In Coaching Business Builder and PlanDoTrack, I share four different prioritization tools which will help you identify what is going to give you more focus:

1. The Strategic Issues Mapping
2. The SWOT
3. Covey's Urgent/Important Matrix
4. Urgency/Importance Matrix

### Activity

It can be useful to adjust our lists and tasks laying them out in different ways get different perspectives. Here are several ways to slice up your current list:

Make a list of the most important tasks you have on your plate right now. Assign them a weighting in terms of a 1-10.

Then look at the original list again and distribute them according to whether it's something you can DO, DELEGATE, DEFER or DUMP. Now renumber them again. Assign those that can be deferred to a new list or schedule them in. Dump items need to get dumped. Delegate those onwards that you can. What do you notice now?

If you are doing some longer-term planning, refer to the SWOT and/or Strategic Issues Mapping which you'll find in PlanDoTrack. If you are feeling overwhelmed, stuck or working on immediate priorities consider using the other prioritization tools.

### For more on this topic check out

Pages 118 to 125 of the PlanDoTrack Workbook and Planner. These sections cover the topics of Time Management and Personal Productivity for the Virtual and Remote Professional.

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**"Most of us spend too much time on what is urgent and not enough time on what is important."**

Stephen R. Covey

### Want to learn more?

How to Ruthlessly Prioritize Tasks to Get More Done by Belle Cooper:  
<https://zapier.com/blog/prioritize-task-list-methods/>

The "Everything is Important" paradox: 9 practical methods for how to prioritize your work (and time) by Jory Mackay:  
<https://blog.rescuetime.com/how-to-prioritize/>