

DECISION-MAKING MATRIX FOR ENTREPRENEURS

A 4-Quadrant Tool for Fast, Clear, Confident Decisions

Q1 — HIGH IMPACT + LOW EFFORT

→ DO NOW

- ✓ Sending a follow-up message...
- ✓ Writing one value-packed email.
- ✓ Completing a small \$500 task...



CEO Action

- ✓ Prioritize these tasks daily

Q2 — HIGH IMPACT + HIGH EFFORT

→ PLAN & SCHEDULE



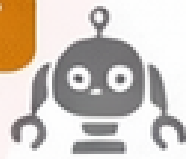
- Creating or updating your Building marketing funnel Rebranding
- Revamping your brand IdSP, Setat like Hiring key people

CEO Action

- ✓ Block time weekly

Q3 — LOW IMPACT + LOW EFFORT

→ DELEGATE OR AUTOMATE



- Admin tasks
- Basic social media posting Uploading content

CEO Action

- ✓ Hand lower value tasks to VA or tools: Do Now, Delegate, Delete

Q4 — LOW IMPACT + HIGH EFFORT

→ DELETE / SAY NO



- Unnecessary meetings; Creating excessive content even tasks; that treet you want to bee"
- Doing work "just to be nice"

CEO Action

- ✓ Remove them ruthlessly:
- ✓ Protect your energy and focus

HOW TO USE THIS MATRIX (Takes 2 Minutes)

List 5–7 decisions/tasks you're struggling with.

Place each one into the right quadrant.

Take the action tied to that quadrant:

Do Now | Plan | Delegate | Delete

Within minutes, your overwhelm becomes clarity.

EXAMPLE — A WOMEN ENTREPRENEUR'S REAL CASE

- Decision: "Should I start a podcast?"
- Impact: High (builds authority)
- Effort: High
- Q2 → PLAN (not immediate, but schedule it)

- Decision: "Should I create 30 reels this month?"
- Impact: Low to medium
- Q4 → DELETE (or reduce to 4 – 6–6 reels)

- Decision: "Should I send a reminder to warm leads?"
- Impact: High
- Effort: Low
- Q1 → DO NOW

- Decision: "Should I upload posts daily myself?"
- Impact: Low
- Effort: Low
- Q3 → DELEGATE

CEO CLARITY INSIGHT



The most successful entrepreneurs don't do everything.

They prioritize ruthlessly and protect their attention.

This matrix becomes your daily decision filter.