

Alex B. Criswell

Project Design Document

Includes the following sections.

- Overview
- Blueprint
- Learning Outcomes
- Case Study

Note

- Project Information and Goal/Blueprint grids adapted from IDOL courses.
- *Case Study template adapted from IDOL courses.*

Eisenhower Matrix: Urgent-Important Matrix

Overview

- **Purpose:** To teach a project manager how to use the Eisenhower Matrix as a prioritization strategy in their project management process.
- **Description:** This process demonstrates to the project manager how to use the Eisenhower Matrix framework to prioritize tasks.

Project Information

Project Title	Eisenhower Matrix: Urgent-Important Matrix
Tools used in Development	Canva; H5P
Time in Development	4 hours
Client	Best PM Ever, LLC
Collaborators	Sara Frito, Owner; Alex Criswell, Instructional Designer and Subject-Matter Expert

Topic Analysis

Audience	Entry-level Project Managers
Problem	The company needs their entry level project managers to become familiar with task prioritization.
Solution	An image and worksheet was created for use in training to demonstrate the process of using the Eisenhower matrix prioritization process.
Resources	Scroggs, L. (n.d.). The Eisenhower Matrix. <i>Todoist</i> . https://www.todoist.com/productivity-methods/eisenhower-matrix Krislok, H. (2025). The Eisenhower Matrix: What It Is and How to Use It. <i>Productivity Patrol</i> . https://productivitypatrol.com/eisenhower-matrix/ TimeTrex. (2025). <i>How to Use the Eisenhower Matrix</i> . https://www.timetrex.com/resources/eisenhower-matrix

Goal Strategy Blueprint

Lesson Strategy - Course Planning

Starting Point	Milestone 1	Milestone 2	Goal
Someone at this stage is:	Someone at this stage is:	Someone at this stage is:	Someone at this stage is:
Learner is unfamiliar with prioritizing tasks.	Learner reviews the top levels of the matrix.	Learner is able to explain the levels of the matrices.	Learner will be able to apply the levels of the Eisenhower matrix accurately.
To get to the next stage:	To get to the next stage:	To get to the next stage:	Goal Assessment
Learning becomes familiar with the Eisenhower framework.	Learner reviews the details of each part of the matrix to comprehend how tasks are organized.	Learner is able to describe the levels using their own tasks.	
Content Ideas	Content Ideas	Content Ideas	Overall Goal
			Learner will be able to organize a list of tasks using the Eisenhower Matrix by level of importance.

Learning Outcomes

Terminal Course Outcome(s)

- By the end of this training, the learner will be able to organize a list of tasks by level of importance using the Eisenhower Matrix framework.

Learning Objectives

- Explain the top levels of the Eisenhower Matrix framework.
- Identify examples of specific tasks that would go in areas of the Eisenhower Matrix.

Case Study

Background – Context

Best PM Ever, LLC is a small Project Management firm located in Mokena, Illinois, a part of the Greater Chicagoland suburbs. The business services various clients and their associated projects, offering project management services.

The owner, Sara Frito, recently became aware through employee feedback surveys and meetings that her employees struggled with task prioritization.

Challenge

Sara tried to work with her staff independently to teach them about task prioritization. After all, they were project managers. However, things were just not sticking in their minds. Sara was becoming increasingly frustrated. She was an award-winning project manager - excellent at her craft and task management - yet her staff failed at the very task she mastered well.

Solution

Sara realized she is a great project manager, but is not very creative. She needed help getting her ideas into action and on paper. She contacted Alex for assistance with this.

Sara and Alex collaborated back and forth on the challenge and possible solutions. Eventually, Sara's top choice, the Eisenhower Matrix was chosen as the item for training.

Sara needed a simple visual, explaining the details of the framework and a worksheet her project managers could use to identify what tasks could be organized in priority using the framework.

Alex felt creating an image of the framework would be best as it would be a great single visual for the project managers to view while Sara could review the framework.

Results – Reflection

After Sara conducted the training, she noted a 60% increase in task prioritization effectiveness. Her employees were consistently using the worksheet and able to ask her questions on specific tasks that needed further questions on proper priority.