

Founder Focus Grid

Use this tool to triage tasks and opportunities, so that you spend your time on actions that drive revenue, retention, or validation.

The Focus Grid Framework:

Urgency/Impact	Low Urgency	High Urgency
High Impact	Schedule Strategically: Important, but not time-sensitive. Plan for completion in your action plan.	Do First: Highest priority tasks that directly move your startup forward. Act on these now.
Low Impact	Delete or Defer: Low-value tasks. Minimize or eliminate.	Decide Fast: Tasks that feel urgent but don't add major value. Delegate, automate, or quickly decline.

How to Use the Grid:

- List All Current Tasks:** Write down all active tasks, ideas, and incoming requests.
- Plot on the Grid:** Place each task in the appropriate quadrant based on urgency and impact.
- Take Action:**
 - Do First:** Block time immediately.
 - Schedule Strategically:** Plan for the coming week or month.
 - Decide Fast:** Delegate, automate, or say no.
 - Ignore or Defer:** Cross off or park for later.
- Weekly Review:** Repeat the process weekly to stay focused as your startup evolves.

Pro Tip:

If you notice a task doesn't clearly align with revenue, retention, or validation — it's a candidate for deletion or deferral.

Schedule

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Delete

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Do First

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Decide

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Your time and energy are your real startup capital. Spend them where they'll pay off.