

## The importance of prioritizing [A importância de priorizar]

Texto e áudio – Nível de dificuldade médio/alto.

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### The importance of prioritizing

How do you organize? Do you write lists? Many people do. Lists are very helpful ways for capturing your information, capturing all the ideas and things that you need to do. After you write the list, what do you do next? The next step in getting organized is to prioritize your list. Being able to prioritize your work effectively is critical to the success of your project, your company and your career. But let's face it, staying on top of your most important priorities can feel like a game of tail-chasing. One of the biggest work challenges that many project managers and professionals face is accurately prioritizing their workload on a daily basis.

Here are 6 steps to prioritize your projects to keep you well-organized and productive in a rewarding way:

1. **Collect a list of all your tasks.** Pull together everything you could possibly consider getting done in a day. Don't worry about the order, or the number of items up front;
2. **Identify urgent versus important.** The next step is to see if you have any tasks that need immediate attention. We're talking about work that, if not completed by the end of the day or in the next several hours, will have serious negative consequences (missed client deadline; missed publication or release deadlines, etc.);
3. **Assess value.** Next, look at your important work and identify what carries the highest value to your business and organization. As a general practice, you want to recognize exactly which types of tasks have top priority over the others. For example, focus on: client projects before internal work; blogs before website edits; answering customer support tickets before writing training materials, and so on.
4. **Order tasks by estimated effort.** If you have tasks that seem to compete for priority, check them and start on whichever one you think will take the most effort to complete. Productivity experts suggest the tactic of starting the lengthier task first.
5. **Be flexible and adaptable.** Uncertainty and change are a risk. Know that your priorities will change and sometimes when you least expect them to.
6. **Know when to cut.** You probably can't get to everything on your list. After you prioritize your tasks, cut some remaining tasks from your list, and focus on the priorities that you know you must and can complete for the day. Then take a deep breathe, dive in and be ready for anything.

**ÁUDIO:** Copie o texto acima, cole na janela do Acapelabox que abrirá ao [clique aqui](#) e dê play para ouvir.