

# Working on the most important task

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## 1 Question

Why aren't we always working on the most important task?

## 2 Answer

For bad reasons:

- We don't want to work on the most important task.
- The most important task feels overwhelming.
- The most important task seems too risky.
- The most important task doesn't seem fun to work on.
- We want to work on fun tasks, not hard tasks.
- We want to work on what interests us, not what provides the most value.
- We think that the task we're working on is more important, but it isn't.
- We don't know how to solve the most important task.

For acceptable reasons:

- We don't know what is the most important task at the moment.
- We don't understand what is important to our clients.

For good reasons:

- The most important task has prerequisites that need to be completed before it can be done.
- The most important task is being done by someone else already.
- The importance of tasks is likely to change soon due to a change in objectives.