

	Urgent	Not Urgent
Important	Crying baby Kitchen fire Some calls 1	Exercise Vocation Planning 2
Not Important	Interruptions Distractions Other calls 3	Trivia Busy work Time wasters 4

- In **Quadrant 1** (top left) we have important, urgent items – items that **need to be dealt with immediately**.
- In **Quadrant 2** (top right) we have important, but not urgent items – items that are important but do not require your immediate attention, and **need to be planned for**. *This quadrant is highlighted because Covey emphasizes this is the quadrant that we should focus on for long term achievement of goals*
- In **Quadrant 3** (bottom left) we have urgent, but unimportant items - items which **should be minimized or eliminated**. These are the time sucks, the “poor planning on your part” variety of tasks.
- In **Quadrant 4** (bottom right) we have unimportant and also not urgent items – items that don’t have to be done anytime soon, perhaps add little to no value and also **should be minimized or eliminated**. These are often trivial time wasters

<http://sidsavara.com/personal-development/nerdy-productivity-coveys-time-management-matrix-illustrated-with-xkcd-comics>

**Using the tool :** consciously strive to maximize Quadrant 2 time. Allocate time in your diary to carry out these tasks when you are at your best. Doing so can reduce the amount of time taken up by firefighting quadrant 1 activities, since many quadrant 1 activities could have been quadrant 2 if they had been done earlier. You can also seek to reduce time spent in Quadrant 3 by improving your systems and processes for dealing with distractions, and you can seek to eliminate as much as possible of quadrant 4 activities,

by either not spending time on these things, or changing the nature of them to make them more productive.

Every task falls into one of these four quadrants. Of course, items in Quadrant I – urgent and important - should be done first. But what should you do next?

Covey suggests, and we agree, that Quadrant II should come next – important but not urgent items. So skip Quadrant III – the urgent but not important items.

The chart illustrates a very critical point about prioritization: you should consider what will move your life forward (important matters) before whatever happens to be pulling at you right now (urgent matters).

The objective is to assess what you should do to move you closer to your goals. Tackle these tasks even if there are other items demanding your time and attention. If the items screaming for your time won't bring you closer to your goals, then delay until you address all the important items first.



## How to set priorities

	URGENT	NOT URGENT
IMPORTANT	<i>e.g. deadlines</i> <b>DO IT RIGHT AWAY</b>	<i>e.g. admin</i> <b>DELEGATE</b>
UNIMPORTANT	<i>e.g. meetings, e-mail</i> <b>DO IT LATER</b>	<b>= time-consuming</b> <b>DROP IT!</b>

<http://businet.org.uk/public/durham2009/Petra%20Gillis,%20Leen%20Van%20Tolhuysen%20-%20Time%20Management.ppt>

# Matrix

	URGENT	NOT URGENT
IMPORTANT	<p><b>I</b></p> <p>Crises Pressing problems Deadline driven projects</p>	<p><b>II</b></p> <p>Prevention Preparation Relationship building Recognizing new opportunities Planning Values clarification True recreation</p>
NOT IMPORTANT	<p><b>III</b></p> <p>Interruptions Many pressing matters Some phone calls Some mail Some email Some reports Some meetings Many popular activities</p>	<p><b>IV</b></p> <p>Trivia Busywork Some phone calls Junk mail Time wasters Escape activities</p>

	<b>Urgent</b>	<b>Not Urgent</b>
<b>Important</b>	<b>I</b> <ul style="list-style-type: none"> <li>▪ Crisis</li> <li>▪ Pressing problems</li> <li>▪ Deadline-driven projects, meetings, preparations</li> </ul>	<b>II</b> <ul style="list-style-type: none"> <li>▪ Preparation</li> <li>▪ Prevention</li> <li>▪ Values clarification</li> <li>▪ Planning</li> <li>▪ Relationship building</li> <li>▪ True re-creation</li> <li>▪ Empowerment</li> </ul>
<b>Not Important</b>	<b>III</b> <ul style="list-style-type: none"> <li>▪ Interruptions, some phone calls</li> <li>▪ Some mail, some reports</li> <li>▪ Some meetings</li> <li>▪ Many proximate, pressing matters</li> <li>▪ Many popular activities</li> </ul>	<b>IV</b> <ul style="list-style-type: none"> <li>▪ Trivia, busywork</li> <li>▪ Some phone calls</li> <li>▪ Time wasters</li> <li>▪ "Escape" activities</li> <li>▪ Irrelevant mail</li> <li>▪ Excessive TV</li> </ul>

# Habit Three - Put First things First

## The Habit of Personal Management



# Time Management Matrix: The 4 Quadrants

Our daily activities can be broken down into 4 quadrants, by urgency and importance:

	Urgent	Non Urgent
Important	<b>Q-1 Quadrant of Necessity</b>  <b>Examples:</b> Deadline-driven projects, crises, resolving immediate problems.	<b>Q-2 Quadrant of Quality and Personal Leadership</b>  <b>Examples:</b> Problem prevention, relationship building, finding your life partner, building your dream career, personal development, improving your health.
Not Important	<b>Q-3 Quadrant of Deception</b>  <b>Examples:</b> Interruptions, certain phone calls/emails/meetings/reports, certain pressing matters.	<b>Q-4 Quadrant of Waste</b>  <b>Examples:</b> Time wasters, surfing TV channels, mindless web surfing/chatting, etc.

<http://personalexcellence.co/blog/put-first-things-first/>