

# IMPORTANT

## URGENT

Quadrant #1  
**"NECESSITY"**

Your Key Action:  
**"MANAGE"**

### ***Common Activities***

- Crises
- Deadline-driven activities
- Medical emergencies
- Other "true" emergencies
- Pressing problems.
- Last minute preparations

## NOT URGENT

Quadrant #2  
**"QUALITY & PERSONAL LEADERSHIP"**

Your Key Action:  
**"FOCUS"**

### ***Common Activities***

- Preparation and planning
- Values clarification
- Empowerment
- Relationship-building
- True recreation

# NOT IMPORTANT

Quadrant #3  
**"DECEPTION"**

Your Key Action:  
**"USE CAUTION or AVOID"**

### ***Common Activities***

- Meeting other people's priorities and expectations
- Frequent interruptions:
- Most emails, some calls
- Urgency masquerading as importance

Quadrant #4  
**"WASTE"**

Your Key Action:  
**"AVOID"**

### ***Common Activities***

- Escapist activities
- Mindless tv-watching
- Busywork
- Junk mail
- Some emails
- Some calls