

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