Time Matrix Grid

	Urgent	Not Urgent
Important		
Unimportant		

Importance- Activities that affect your future

Time Matrix Examples

1. Urgent & Important

- Answering business phone call
- · Dealing with a client
- Broken machine
- Crying baby
- Deadline
- Handling customer complaint
- Accidents
- Acute mistakes

3. Urgent & Not Important 4. N

- Important to other people
- Answering personal calls
- Drop in visitors
- · Doing favours
- Opening the mail
- Saying YES to activities that distract you from Quadrant 2

2. Not Urgent & Important

- Business planning
- Health
- Professional development
- Listening in relationships
- Preparation for meetings
- Goal-setting
- Holidays and recreation time
- Producing systems

4. Not Urgent & Not Important

- Watching mindless TV
- Reading mindless books
- Mindless computer games
- Internet surfing
- Doing things you could get someone else to do cheaper or quicker than you

• **Urgency**- Gives the appearance that it needs immediate attention