

# Important vs. Urgent



## URGENT

### QUAD I

#### ACTIVITIES:

- Crisis
- Pressing Problems
- Deadline Driven

#### RESULT:

- Stress
- Burn-out
- Crisis Management
- Always Putting Out Fires



## NOT URGENT

### QUAD II



#### ACTIVITIES:

- Prevention, Capability Improvement
- Relationship Building
- Recognizing New Opportunities
- Planning, recreation

#### RESULT:

- Vision, Perspective
- Balance
- Discipline
- Control
- Few Crisis



Important



Not Important

### QUAD III

#### ACTIVITIES:

- Interruptions, Some Callers
- Some email, Some Reports
- Some Meetings
- Proximate, Pressing Matters
- Popular Activities

#### RESULT:

- Short-term Focus
- Crisis Management
- Reputation- Chameleon Character
- See Goals/Plans as Worthless
- Feel Victimized, Out of Control
- Shallow or Broken Relationships

### QUAD IV

#### ACTIVITIES:

- Trivia, Busy Work
- Some email
- Personal Social Media
- Some Phone Calls
- Time Wasters
- Pleasant Activities

#### RESULT:

- Total Irresponsibility
- Fired From Jobs
- Dependent on Others or Institutions for Basics