



## Stephen Covey's Time Management Matrix\*

	<b>URGENT</b>	<b>NOT URGENT</b>
<b>IMPORTANT</b>	<b>Quadrant 1</b> <ul style="list-style-type: none"><li>• Managing work emergencies.</li><li>• Meeting a project deadline.</li><li>• Handling a personal crisis.</li><li>• Attending critical customer requests.</li><li>• Fixing issues that causes downtime.</li><li>• Preparing for a last-minute presentation.</li><li>• Handling a tax filing deadline.</li><li>• Dealing with a sudden legal issue.</li><li>• Resolving a customer service failure.</li></ul>	<b>Quadrant 2</b> <ul style="list-style-type: none"><li>• Strategic planning for a project.</li><li>• Building relationships and networking.</li><li>• Exercising and maintaining your health.</li><li>• Personal development.</li><li>• Learning new skills.</li><li>• Setting long-term goals.</li><li>• Coaching sessions to improve leadership.</li><li>• Investing in research and development.</li><li>• Engaging in proactive problem-solving.</li></ul>
<b>NOT IMPORTANT</b>	<b>Quadrant 3</b> <ul style="list-style-type: none"><li>• Attending unimportant meetings or calls.</li><li>• Answering non-critical emails.</li><li>• Dealing with issues others could handle.</li><li>• Interruptions from colleagues.</li><li>• Phone calls that are not critical.</li><li>• Handling minor administrative tasks.</li><li>• Attending meetings that lack an agenda.</li><li>• Responding to non-urgent messages.</li><li>• Volunteering to help others with their tasks.</li></ul>	<b>Quadrant 4</b> <ul style="list-style-type: none"><li>• Mindlessly browsing social media.</li><li>• Watching excessive TV.</li><li>• Playing video games for extended periods.</li><li>• Engaging in unproductive conversations.</li><li>• Over-organizing.</li><li>• Constantly refreshing your inbox without purpose.</li><li>• Engaging in excessive online shopping.</li><li>• Procrastinating.</li><li>• Engaging in unproductive online debates.</li></ul>

*\*From the book The 7 Habits of Highly Effective People*

