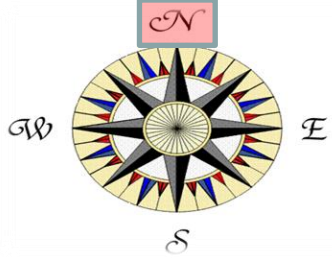


The Time Matrix



URGENT

NOT URGENT

IMPORTANT

I

NECESSITY

II

EFFECTIVENESS

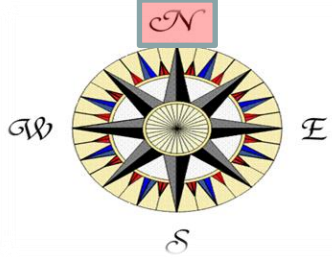
NOT IMPORTANT

III

DECEPTION

IV

WASTE AND
EXCESS



URGENT

NOT URGENT

IMPORTANT

- Crises
- Pressing problems
- Deadline-driven projects, meetings, reports

- Preparation
- Prevention
- Planning
- Relationship building
- Re-creation
- Values clarification

NOT IMPORTANT

- Needless interruptions
- Unnecessary reports
- Unimportant meetings, phone calls, mail, e-mail
- Other people's minor issues

- Trivia, busywork
- Irrelevant phone calls, mail, e-mail
- Time-wasters
- "Escape" activities
- Excessive TV, internet, relaxation

**Aim to Live
North of the Line**



How to Manage Myself

(as well as others)

	Urgent	Not Urgent
Important	Q1 Do it now (Necessity)	Q2 Decide when to do it (Effectiveness)
Not Important	Q3 Delegate it (Distraction)	Q4 Dump it (Waste & Excess)

Aim to Live North of the Line