STEPHEN COVEY'S TIME MANAGEMENT MATRIX



QUADRANT 1 IMPORTANT AND URGENT

- What really must get done today
- Immediate perceived threats
- Important customer demands
- Crisis
- Financial, family or medical emergencies
- Deadline driven issues
- Customer complaints or problems
- Some career or business opportunities
- Quadrant of necessity

MANAGE

QUADRANT 2 IMPORTANT AND NOT URGENT

- Planning and preparation
- Personal study, reflection and time for growth
- Exercise
- Relationship building
- True recreation and relaxation
- Creating new opportunities for progress
- Continuous improvement
- Quadrant of growth and personal leadership



MANAGING YOUR TIME EFFECTIVELY

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QUADRANT 3 NOT IMPORTANT AND URGENT

- Many interruptions, calls and e-mails
- Some requests
- Some meetings
- Many social interactions
- Distractions that have little or no value
- Quadrant of deception

CONTROL

QUADRANT 4 NOT IMPORTANT AND NOT URGENT

- Time wasters
- Escape activities, some entertainment
- Watching mindless TV
- Engaging in gossip or no value trivia
- Some phone calls, conversations, e-mails
- Quadrant of waste

