



Two Dimensions

- **Importance:** Things that are important are reflective of one's values and contribute to achieving higher-priority goals and personal mission. Importance is about results that matter.
- **Urgency:** Urgent things require immediate attention. They tend to be more visible and tangible, popular with others and require more immediate action from us.

Consider the Four Quadrants: What are your projects and/or tasks? In which quadrant are they and should they be where they are? Should anything shift?

1. **High importance, high urgency.** Significant and more immediate results are necessary. These can become the norm. The more focus this quadrant receives, the bigger it can become. Excessive time in this area can wear you out as more things become urgent and we become more reactive.
2. **High importance, low urgency.** We need to set aside time for these to happen. These items are important to realize our values and goals. Saying yes to this quadrant means saying no to others in quadrants 1, 3 and 4.
3. **Low importance, high urgency.** Activities feel as though they are important, but the priorities tend to be those of others. Driven by urgency, this is a highly reactive and ultimately frustrating mode of existence. Can these things be delegated?
4. **Low importance, low urgency.** Too much time spent here can be wasteful and destructive. Some time spent here may be necessary. What's the value-add of these items?