

# TIME/URGENCY MATRIX

*(The Eisenhower Matrix)*

		IMPORTANCE TO YOUR OBJECTIVES	
		HIGH URGENCY/LOW IMPORTANCE	HIGH URGENCY/HIGH IMPORTANCE
URGENCY TO RESPOND	<p><b>Delegate or automate it</b> e.g. inbound sales calls, some meetings, some report deadlines</p>		<p><b>Do first</b> e.g. employment disputes, projects with close deadlines, people crises</p>
		LOW URGENCY/LOW IMPORTANCE	LOW URGENCY/HIGH IMPORTANCE
URGENCY TO RESPOND	<p><b>Eliminate or do it last</b> e.g. colleague distractions, spam emails, social media scrolling</p>		<p><b>Schedule it</b> e.g. personal development, strategy and planning, developing relationships</p>