

Time Management – The Urgent/Important Matrix

BACKGROUND

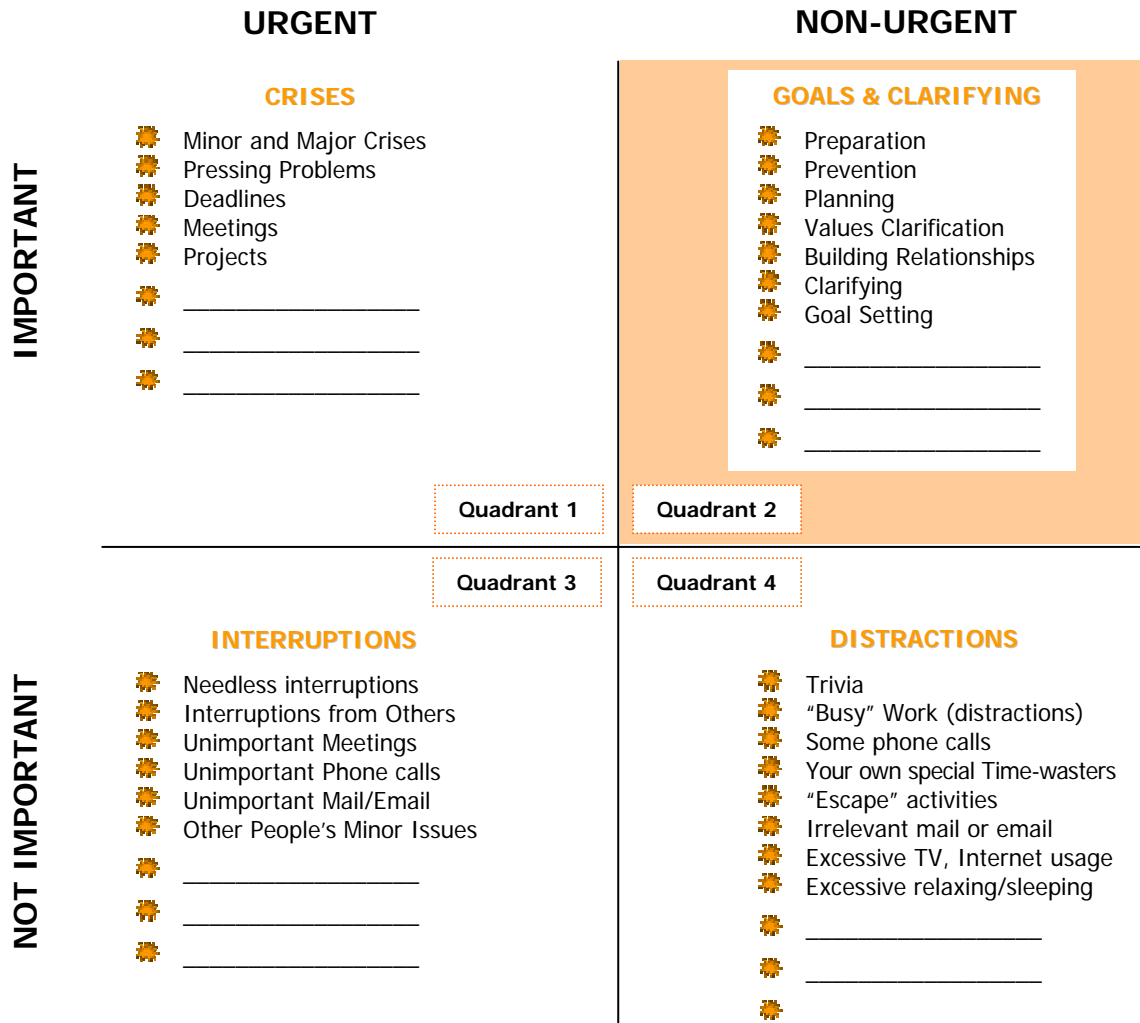
Former US President Eisenhower used the so-called “Eisenhower Principle” to organize his tasks. He is quoted as saying, "What is important is seldom urgent and what is urgent is seldom important."

Dr Stephen Covey made these concepts mainstream, calling it "The Urgent/Important Matrix" in his famous book The 7 Habits of Highly Effective People.

How do you spend your time? Are you constantly interrupted by others? Do you always seem to move from one crisis to another? Perhaps you are not prioritizing your time as well as you could...

Time is obviously best spent in Quadrant 2 – **Important but Non-Urgent** tasks. I wonder:

- Which quadrant do you spend most time in?
- Perhaps you can find specific examples that are relevant to YOU for each quadrant.
- How could you improve how you spend your time?



Why not post this on your fridge or somewhere you will see it regularly to remind you!