

Urgent

Not Urgent

Important

I

- Crises
- Pressing problems
- Deadline-driven projects, meetings and tasks

II

- Preparation
- Planning, goal setting
- Relationship building
- Training and skill building

Not Important

III

- Interruptions
- Unplanned activities
- Some phone calls
- Some meetings

IV

- Busywork
- Escape activities
- Diversions
- Time wasters