

Time Management Matrix

	Urgent	Not Urgent
Important	<ul style="list-style-type: none">• Crises• Pressing problems• Firefighting• Major scrap and rework• Deadline-driven projects	<ul style="list-style-type: none">• Prevention• <i>Production capability activities</i>• Relationship building• Recognising new opportunities• Planning• Re-creation
Not Important	<ul style="list-style-type: none">• Interruptions• Some calls• Some mail• Some reports• Some meetings• Proximate pressing matters• Popular activities• Some scrap and rework	<ul style="list-style-type: none">• Trivia• Busywork• Some mail• Some phone calls• Timewasters• Pleasant activities