

# An example of Stephen Covey's **Time Management Matrix**.

(p. 151, The 7 Habits of Highly Effective People)

	URGENT	NOT URGENT
IMPORTANT	<p><b>Quadrant 1</b></p> <p>Activities:</p> <ul style="list-style-type: none"><li>• Crises</li><li>• Pressing problems</li><li>• Deadline-driven projects</li></ul>	<p><b>Quadrant 2</b></p> <p>Activities:</p> <ul style="list-style-type: none"><li>• Prevention</li><li>• Principle-centered activities</li><li>• Relationship building</li><li>• Recognizing new opportunities</li><li>• Planning, recreation</li></ul>
NOT IMPORTANT	<p><b>Quadrant 3</b></p> <p>Activities:</p> <ul style="list-style-type: none"><li>• Interruptions, some calls</li><li>• Some mail/email, some reports</li><li>• Some meetings</li><li>• Proximate, pressing matters</li><li>• Popular activities</li></ul>	<p><b>Quadrant 4</b></p> <p>Activities:</p> <ul style="list-style-type: none"><li>• Trivia, busy work</li><li>• Some mail/email</li><li>• Some phone calls</li><li>• Time wasters</li><li>• Pleasant activities</li></ul>

