

	URGENT	NOT URGENT
IMPORTANT	I—DO NOW <ul style="list-style-type: none"> Crises Emergencies Serious complaints Important deadlines Planned tasks or project work now due Last minute preparations Pressing important meetings or appointments Significant demands for information from superiors or customer Reports and other submissions Unit issues or needs Problem resolution, fire-fighting, fixes 	II—PLAN TO DO <ul style="list-style-type: none"> Thinking, creating Planning, preparation, scheduling, Anticipation, prevention Research, investigation, designing, modeling, testing Systems & process development Developing change, direction, strategy Networking, relationship building Personal development Employee training Exercise and health
NOT IMPORTANT	III—RENEGOTIATE (REJECT & EXPLAIN) <ul style="list-style-type: none"> Trivial requests from others Apparent emergencies Misunderstandings appearing as complaints Some meetings Some emails and phone calls Ad-hoc interruptions & distractions Pointless routines & activities Accumulated unresolved trivia Some popular activities 	IV—RESIST & CEASE <ul style="list-style-type: none"> “Comfort” activities, computer games, net surfing, excessive cigarette breaks Chat, gossip, social communications Daydreaming, doodling, over-long breaks Reading nonsense or irrelevant material Unnecessarily adjusting desktop, equipment, etc. Embellishment & over-production Some phone calls Time wasters Trivia