Urgent-Important Matrix

Ask “does this matter?” before “is this urgent?”

WEEK OF _____

	URGENT	NOT URGENT
IMPORTANT	**1 Do First** Urgent and Important Need your attention now, because waiting would have real consequences	**2 Plan for Later** ● FOCUS HERE Not Urgent but Important Leave them long enough and they turn urgent
NOT IMPORTANT	**3 Delegate or Minimize** Urgent but Not Important Hand them off, shrink them or let them wait	**4 Eliminate** Not Urgent and Not Important

The full guide: equilibriumpsychotherapy.net/urgent-important

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