



# TIME MANAGEMENT MATRIX

Urgent

Not Urgent

Important

**1 Necessity**  
(Urgent and important)



Do it now:

- Crises
- Important tight deadlines
- Pressing problems

**2 Productivity**  
(Important, not urgent)



Schedule it and focus:

- Strategy, planning
- Prevention
- Building skills, capabilities, relationships

Not Important

**3 Distraction**  
(Not important but seemingly urgent)



Delegate or push back:

- Interruptions
- Other people's priorities
- Non-productive emails, calls, meetings

**4 Waste**  
(Not important and not urgent)



Discard or push back:

- Interruptions
- Trivial tasks/busy work
- Mindless scrolling

