

**IMPORTANT**

**URGENT**

**NOT URGENT**

- crises
- pressing problems
- deadline-driven projects, meetings, preparations

- preparation
- prevention
- values clarification
- planning
- relationship building
- true recreation
- empowerment

**NOT IMPORTANT**

- interruptions, some phone calls
- some mail, some reports
- some meetings
- many proximate, pressing matters
- many popular activities

- trivia, busy work
- some phone calls
- time wasters
- "escape" activities
- irrelevant mail
- excessive TV