URGENT & NOT IMPORTANT

Drop ins, meetings, phone calls, emails, etc.

Meeting other people's priorities and expectations, whether they are important or not

SNEAKY TIME STEALING

QUADRANT OF DECEPTION

URGENT & IMPORTANT

Handle irate client, help someone hurt, undergo heart surgery

Respond to the many needs that press upon us

WHAT MATTERS TACTICALLY

QUADRANT OF NECESSITY

NOT URGENT & NOT IMPORTANT

Where we escape to after being beaten up in quadrants 3 and 1, where the urgent has burned us out.

Watching mindless TV; reading useless novels

SNEAKY TIME STEALING QUADRANT

QUADRANT OF WASTE

NOT URGENT & IMPORTANT

Long range planning, Prepare for important meetings, Prevent problems, invest in relationships through listening

<MUST INTENTIONALLY ACT UPON>

WHAT MATTERS STRATEGICALLY

QUADRANT OF QUALITY



Diagram developed from information obtained from the audio recording of First Things First, Covey, S.R., Merrill, A.R., Merrill, R.R., 1999

IMPORTANCE