Time Management Matrix

	Urgent	Not Urgent
Important	• Crises • Pressing problems • Firefighting • Major scrap and rework • Deadline-driven projects	• Prevention • Production capability activities • Relationship building • Recognising new opportunities • Planning • Re-creation
Not Important	• Interruptions • Some calls • Some mail • Some reports • Some meetings • Proximate pressing matters • Popular activities • Some scrap and rework	• Trivia • Busywork • Some mail • Some phone calls • Timewasters • Pleasant activities