

# Time Management Matrix

Urgent		Not Urgent
Important	<ul style="list-style-type: none"><li>• Crises</li><li>• Pressing problems</li><li>• Firefighting</li><li>• Major scrap and rework</li><li>• Deadline-driven projects</li></ul>	<ul style="list-style-type: none"><li>• Prevention</li><li>• <i>Production capability activities</i></li><li>• Relationship building</li><li>• Recognising new opportunities</li><li>• Planning</li><li>• Re-creation</li></ul>
Not Important	<ul style="list-style-type: none"><li>• Interruptions</li><li>• Some calls</li><li>• Some mail</li><li>• Some reports</li><li>• Some meetings</li><li>• Proximate pressing matters</li><li>• Popular activities</li><li>• Some scrap and rework</li></ul>	<ul style="list-style-type: none"><li>• Trivia</li><li>• Busywork</li><li>• Some mail</li><li>• Some phone calls</li><li>• Timewasters</li><li>• Pleasant activities</li></ul>