**Time Management Matrix**

**Not Important**

|  |  |  |
| --- | --- | --- |
| **Urgent** | | **Not Urgent** |
|  | * Crises   **Important**   * Pressing problems * Firefighting * Major scrap and rework * Deadline-driven projects | * Prevention * *Production capability activities* * Relationship building * Recognising new opportunities * Planning * Re-creation |
|  | * 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 |