Time Management

There are many demands on our time and sometimes it feels like we are juggling a number of competing priorities in any given day but not making progress with any of them.

TIME MANAGEMENT MATRIX

Stephen Covey's **Time Management Matrix** (First Things First, 1994) is a helpful guide for how to maximise your time and energy in purposeful and productive ways.

	Urgent	Not Urgent
Important	**1. The Quadrant of Urgency** - Crises - Pressing problems - Deadline-driven projects, meetings, preparations **5%**	**2. The Quadrant of Quality** - Preparation - Prevention - Values clarification - Planning - Relationship building - Empowerment **75%**
Not Important	**3. The Quadrant of Distraction** - Interruptions, some phone calls - Many pressing matters - Many popular activities - Some emails, reports and meetings - Often deceptive and highjacks time **15%**	**4. The Quadrant of Waste** - Trivia, busywork - Junk emails - Some phone calls - Time wasters - 'Escape' activities **5%**

1 **URGENT = DO NOW!** The things that fit in this category require immediate attention, but are not necessarily contributing to any long-term plan or productivity – it is easy to become reaction-based and have this dominate your time.

2 **NOT URGENT, BUT IMPORTANT = DEEP DIVE** THIS IS WHERE YOU WANT TO SPEND MOST OF YOUR TIME as it contributes quality effort into the long-term viability and growth of your venture.

3 **SOME URGENCY, LESS IMPORTANCE = DIVERSION** This is where we can trick ourselves into feeling like we're using time productively when it is better to delegate, park or prioritise these tasks.

4 **NOT URGENT OR IMPORTANT = DISTRACTION** These are usually things that are wasting time and energy and require discipline to ignore, minimise or eliminate.

Track **HOW YOU USE YOUR TIME** over the course of a week using this template - then reflect on how you could have more effective **TIME MANAGEMENT** in the future

	Urgent	Not Urgent
Important	1 ___%	2 ___%
Not Important	3 ___%	4 ___%