### Time Management Matrix

<table>
<thead>
<tr>
<th></th>
<th>Urgent</th>
<th>Not Urgent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Important</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Important</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
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<tr>
<td>4</td>
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</tbody>
</table>

- **Quadrant 1** – items that **need to be dealt with immediately**.
- **Quadrant 2** – items that are important but do not require your immediate attention, and **need to be planned for**.
- **Quadrant 3** – items which **should be minimized or eliminated**.
- **Quadrant 4** – items that don’t have to be done anytime soon, perhaps add little to no value and also **should be minimized or eliminated**. **TIME WASTERS!**
Quadrant 1 – Urgent and Important
Examples include family emergencies and real, hard deadlines for important projects, readings, and assignments.

Quadrant 2 – Not Urgent but Important
Your overall health is something you may take for granted today, and may not see urgency in dealing with it – but long term, we know it’s of supreme importance. There are some other important, yet not urgent, things that fall into this quadrant as well:
- Exercise
- Reviewing your career path
- Maintaining relationships with family/friends
- Planning to study for an exam in a few weeks

Quadrant 3 – Urgent but Not Important
Some examples are listed, but there are certainly many more! “Urgent” tasks that add little to no value:
- Phone calls that are off topic
- Email that you have to reply to right away or it loses value (“Do you want some donuts? I have some in my office!”)

Quadrant 4 – Not Urgent and Not Important
- Mindless web browsing
- Facebook, Twitter, Snapchat, Instagram…
- Too much television/channel surfing for the sake of channel surfing
- Reading lots of random RSS feeds (no matter how fast you may read them)
- Video games