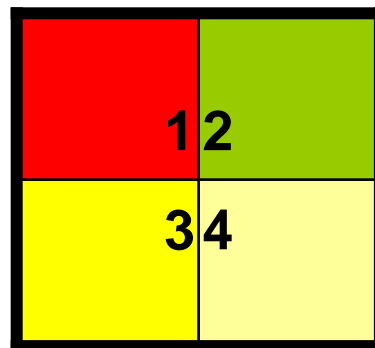


Continuous Improvement Toolkit

Importance Urgency Mapping





- Importance Urgency Mapping

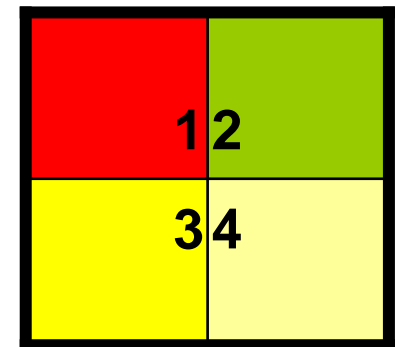
- ❑ *“We live in a time pressured world where it is common to have multiple overlapping commitments that all require immediate attention now.”*
- ❑ *“How can one manage the flood of responsibilities, do excellent work and maintain a positive frame of mind?”*

Stephen Covey



- Importance Urgency Mapping

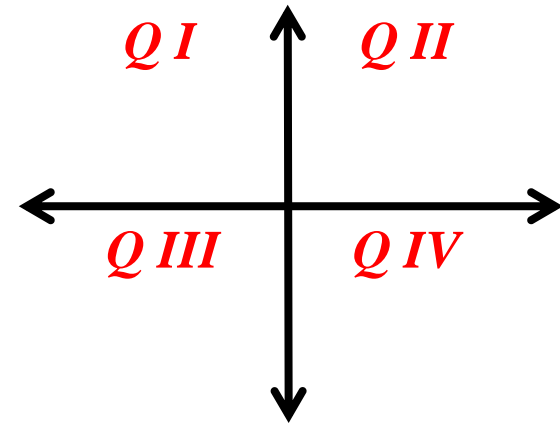
- ❑ An effective method of organizing priorities.
- ❑ It is a two-dimensional chart that is used to prioritize work activities as well as personal activities.
- ❑ All tasks can be evaluated in terms of importance and urgency.
- ❑ They are then placed in the appropriate quadrants of the **importance urgency matrix**.



- Importance Urgency Mapping

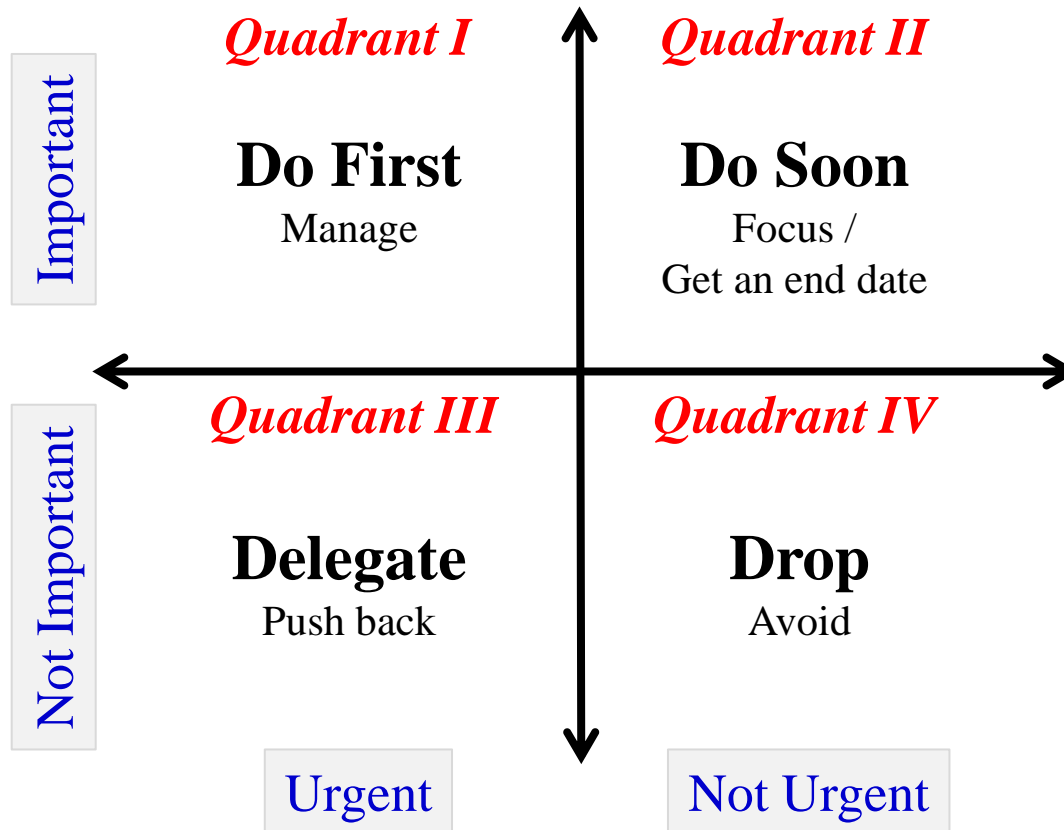
Importance Urgency Matrix:

- ❑ **Quadrant I** is for the important deadlines that require immediate attention.
- ❑ **Quadrant II** is for activities that are important and not urgent.
- ❑ **Quadrant III** is for activities that are not really important, but someone wants it now.
- ❑ **Quadrant IV** is for activities that are neither important nor urgent.



- Importance Urgency Mapping

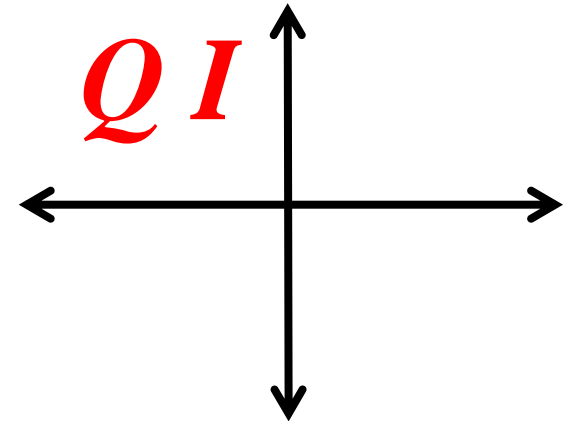
Importance/Urgency Matrix:



- Importance Urgency Mapping

Quadrant I:

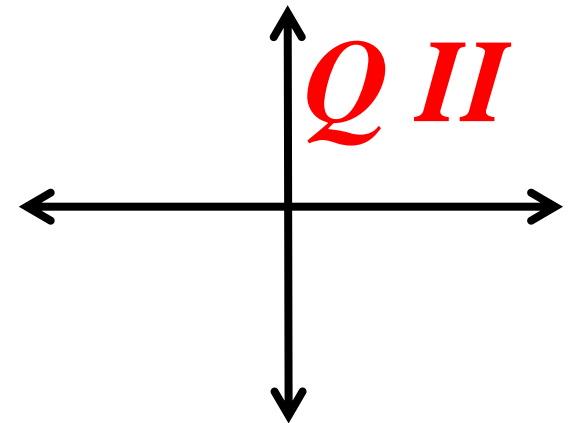
- ❑ Is for important and urgent matters.
- ❑ These are the necessity type activities that require immediate attention.
- ❑ A problem arises when activities become urgent due to procrastination or poor planning.
- ❑ It is recommended therefore to be proactive to avoid taking more time and resources resolving these issues.
- ❑ **Examples:** deadlines at work, medical emergencies, performing urgent repairs and paying urgent bills.



- Importance Urgency Mapping

Quadrant II:

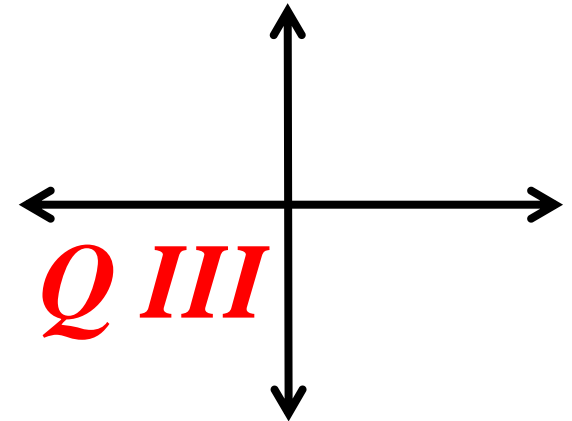
- ❑ Is the area that you should spend most of your time on.
- ❑ These often are planning, personal development and leadership driven activities.
- ❑ It is exceptionally important when it comes to personal growth.
- ❑ These activities are often under used.
- ❑ All people of great achievement such as athletes find time for this quadrant.
- ❑ Finding ways to expand these activities is a common outcome from using this Matrix.



- Importance Urgency Mapping

Quadrant III:

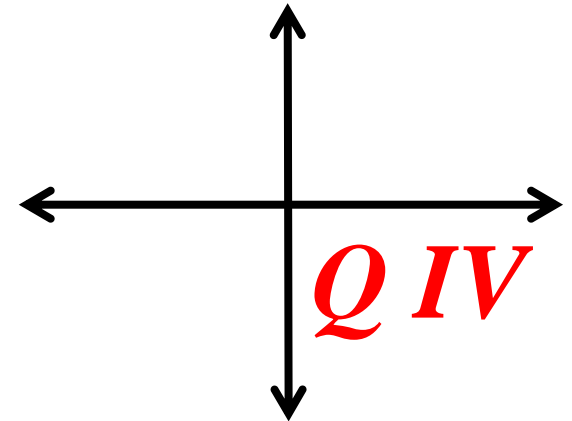
- ❑ Activities here are unimportant and are done with a sense of urgency.
- ❑ Most of these activities are draining and time consuming.
- ❑ **Examples:**
 - Most emails and some phone calls.
 - Frequent interruptions.
 - Unwanted conversations.
 - Agreeing to something when you can't say "no".
- ❑ Try to avoid, delegate, or at least don't get caught up with these activities.



- Importance Urgency Mapping

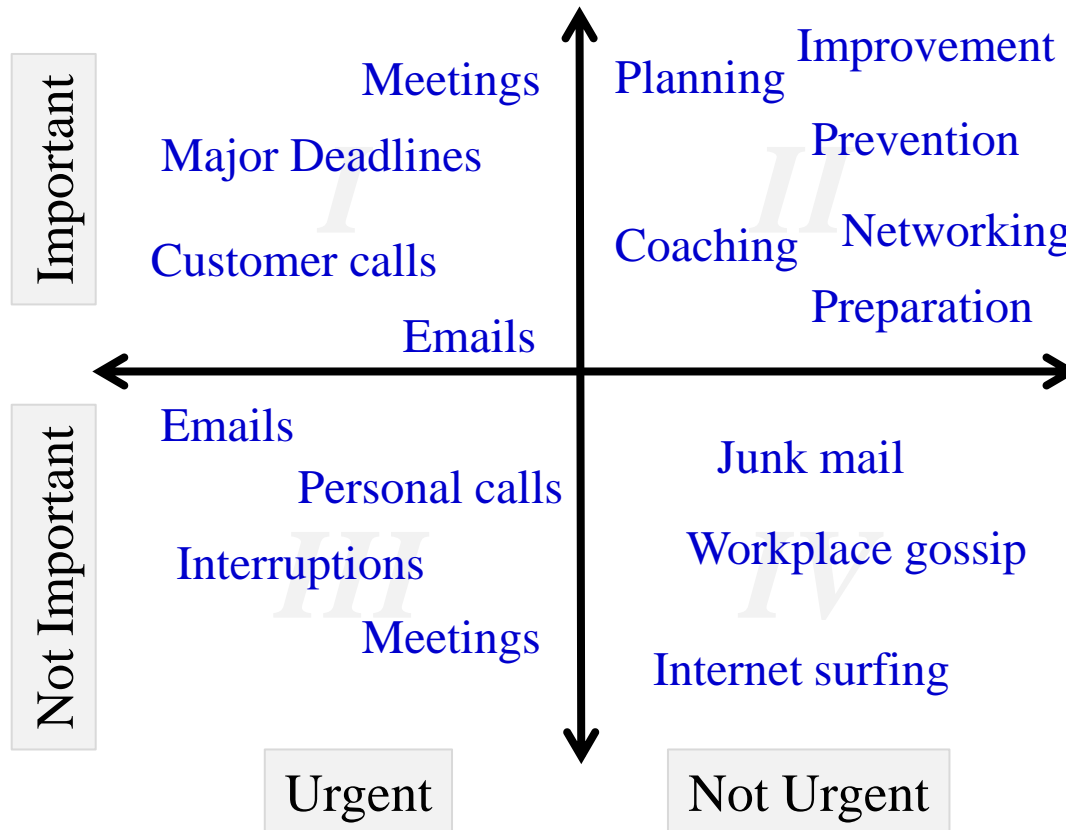
Quadrant IV:

- ❑ The area that most of us get caught up in.
- ❑ It is for those activities that are often used for taking a break from time pressured and important activities.
- ❑ For example, watching your favorite TV show can be a relief at the end of a long day.
- ❑ The key here is to limit how much time is spent in this quadrant.
- ❑ Otherwise, you lose control of your future and may decrease your chance for success.



- Importance Urgency Mapping

Example – Professional Life:



- Importance Urgency Mapping

Example – Personal Life:

