

# Importance Urgency Matrix

## Definition

- A 2-dimensional chart.
- An effective method for organizing priorities.
- All tasks are evaluated in terms of importance and urgency.

## When it is used?

- To prioritize work activities.
- To prioritize personal activities.
- When the team is unable to manage the work effectively.

## Four quadrants:

- **Quadrant 1** → Important and urgent.
- **Quadrant 2** → Important but not urgent.
- **Quadrant 3** → Not important but urgent.
- **Quadrant 4** → Not important nor urgent.

## How to prioritize your activities?

### Quadrant 1

- Leave some time in your schedule for the unexpected activities.
- Avoid procrastination and be proactive.

### Quadrant 2

- You should spend most of your time here.

### Quadrant 3

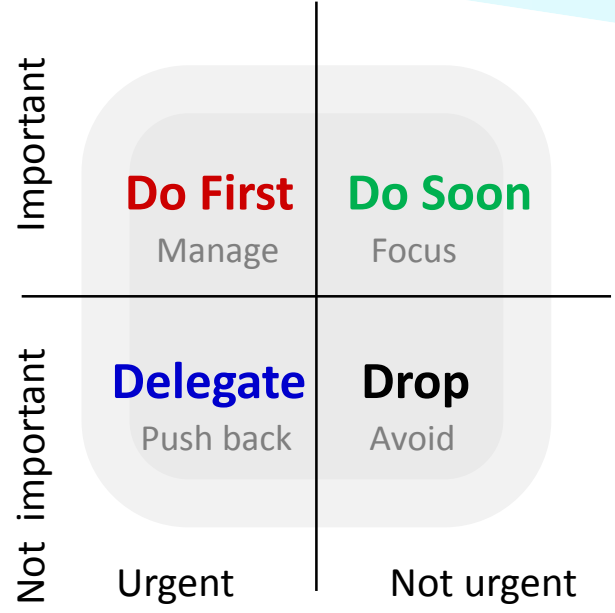
- Push back, delegate and learn how to say NO.
- Arrange regular meetings to avoid interruptions.

### Quadrant 4

- Limit the time you spend in this quadrant.

## How to use the importance urgency matrix?

- Begin by your personal or job-related activity list.
- Draw the importance-urgency matrix on a paper (or on a flip chart if you are working with a team).
- Sort all the activities in the appropriate quadrant.
- Manage and focus what's on the first two quadrants, and pushback or ignore what's on the last two quadrants.



Also called Eisenhower's Urgent Important Principle & Covey's Time Management Grid.