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| **Urgent / Important (DO)**  *Crises, meetings, last-minute demands, deadlines* | **Not Urgent / Important (PLAN)**  *Strategic planning, goals, relationship building* |
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| **Urgent / Not Important (DELEGATE)**  *Phone calls, emails, reports, minor demands* | **Not Urgent / Not Important (ELIMINATE)**  *Distractions, long-term projects to tackle when/ if possible* |
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