

Thinking about how you spend your time is key to understanding which activities to focus on to improve your effectiveness. Stephen Covey's time management matrix is a useful tool to you.

	Urgent	Not urgent
Important	1	2
Not important	3	4

Illustrative examples of activities in each quadrant

	Urgent	Not urgent
Important	1 <ul style="list-style-type: none">• Crisis• Pressing problems• Immediate deadlines	2 <ul style="list-style-type: none">• Planning• Relationship building• Prevention activities• Personal development
Not important	3 <ul style="list-style-type: none">• Other peoples deadlines• Interruptions• Some e-mail• Some meetings	4 <ul style="list-style-type: none">• Trivia• 'Busy' work• Timewasters• Talking behind backs

Likely impact of spending too much time in Q1, Q3 & Q4 and the likely benefit of spending quality time in Q2

	Urgent	Not urgent
Important	1 <ul style="list-style-type: none">• Stress• Burnout• Crisis management• Always putting out fires	2 <ul style="list-style-type: none">• Vision• Perspective• Discipline• Focus• Consistency
Not important	3 <ul style="list-style-type: none">• Short-term focus• Crisis management• Latest and loudest• Feeling of victimisation• Out of control	4 <ul style="list-style-type: none">• Lack of fulfillment• Shallow relationships• Negative to be around

- It's inevitable that everyone will spend time in each quadrant
- The amount of time spent in Q1 is particularly role dependent
- Typically increasing the amount of time in Q2 will reduce the need for Q1
- Q2 is the quadrant of proactivity
- Discipline and focus around Q3 & Q4 activities will help allow more time for Q2

- So how are you spending your time?
 - Assess yourself against each quadrant
 - Take it to the next level and assess yourself over the course of a week
 - Where necessary, put together a plan of how you'll improve the way you spend your time
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- Remember we all get the same **168** hours per week – what we do with them is a matter of choice
- For support in striking a better balance across the competing demands in your life engage Effective Challenge
 - Email reachout@effectivechallenge.com
 - Web www.effectivechallenge.com
 - Twitter @effectivechall

– Assess yourself against each quadrant