

**Urgent****Not Urgent****Important**

- I**
- Crises
  - Pressing problems
  - Firefighting
  - Major scrap and rework
  - Deadline-driven projects

**MANAGE**

- II**
- Prevention
  - *Production capability* activities
  - Relationship building
  - Recognizing new opportunities
  - Planning
  - *Re-creation*

**FOCUS****Not Important**

- III**
- Interruptions
  - Some calls
  - Some mail
  - Some reports
  - Some meetings
  - Proximate pressing matters
  - Popular activities
  - Some scrap & rework

**AVOID**

- IV**
- Trivia
  - Busywork
  - Some mail
  - Some phone calls
  - Time-wasters
  - Pleasant activities

**LIMIT**