The Achiever Matrix

	URGENT	NOT URGENT
IMPORTANT	**1. The quadrant of urgency** • Crises • Pressing problems • Deadline-driven projects, meetings, preparations	**2. The quadrant of quality** • Preparation • True re-creation • Prevention • Empowerment • Values clarification • Planning • Relationship building
NOT IMPORTANT	**3. The quadrant of deception** • Interruptions, some phone calls • Many proximate, pressing matters • Many popular activities • Some emails, some reports • Some meetings	**4. The quadrant of waste** • Trivia, busywork • Junk emails • Some phone calls • Time wasters • 'Escape' activities

Based on the Time Management grid, created by Stephen Covey.