**Covey Four Quadrant Time Management**

| | Urgent | Not Urgent |
|---|---|---|
| **Important** | I<br>• Crises<br>• Pressing problems<br>• Firefighting<br>• Major scrap and reword<br>• Deadline-driven projects | II<br>• Prevention<br>• Production capability activities<br>• Relationship building<br>• Recognizing new opportunities<br>• Planning<br>• Re-creation |
| **Not Important** | III<br>• Interruptions<br>• Some phone calls<br>• Some mail<br>• Some reports<br>• Proximate pressing matters<br>• Popular activities<br>• Some scrap & rework | IV<br>• Trivia<br>• Busywork<br>• Some mail<br>• Some phone calls<br>• Time-wasters<br>• Pleasant Activities |