

Priority Matrix

Q1: Urgent & Important <ul style="list-style-type: none">- Immediate and important deadlines- Do it right away!- Too much causes burn out- Crisis, overwhelm, stress- Aim to minimize as much as possible	Q2: Not Urgent & Important <ul style="list-style-type: none">- Major projects- Working ON your business not IN your business- Mid- and long-term focus- Strategy, planning, scheduling- Must be planned; do it soon
Q3: Urgent & Not Important <ul style="list-style-type: none">- Time-pressured distractions- Delegate or reschedule- Phantom activities, motion but not progress	Q4: Not Urgent & Not Important <ul style="list-style-type: none">- Yields little if any value- Avoid or ignore- Escapism, trivial activity, release the pressure- Dump or postpone

“Successful business owners make Q2 activities a priority. They reduce the amount of time spent working on Q1 activities through delegation and outsourcing. They schedule themselves to work on Q2 activities in a supportive environment. Successful entrepreneurs minimize or displace activities in quadrants 1, 3 and 4 by staying focused on the big picture.”

- Erin Joy -