

I

Urgent, Important

Crises

Pressing Problems

Deadline-Driven Projects

II

Not Urgent, Important

Prevention

Relationship Building

Recognizing New Opps

Planning, Recreation

III

Urgent, Not Important

Interruptions, some “calls”

Certain mail, reports

Some meetings, pressing matters

Popular activities

IV

Not Urgent, Not Important

Trivia, Busy Work

Some mail, most online activity

Some calls, time wasters

Some recreation