The Urgent/Important Matrix:

**High**

Prioritizing and managing your activities

**Low**

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| --- | --- |
| **NOT URGENT, BUT IMPORTANT**  **WHAT:** These are the activities that help you achieve your personal and professional goals, and complete important work. Make sure that you have plenty of time to do these things properly, so that they do not become urgent. This will maximize your chances of keeping on schedule, and help you avoid the stress of work becoming more urgent that necessary.  **Importance**  **EXAMPLE:** A ten page paper due in one month that you have not started.  **YOUR Example**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **URGENT AND IMPORTANT**  **WHAT:** There are two distinct types of urgent and important activities: Ones that you could not foresee, and others that you have left to the last minute. You can avoid the latter by planning ahead and avoiding procrastination.  Issues and crises, on the other hand, cannot always be foreseen or avoided. Here, the best approach is to leave some time in your schedule to handle unexpected issues and unplanned important activities. And if a major crisis arises, some other activity may have to be rescheduled.  **EXAMPLE:** A ten page paper due in two days that you have not started.  **YOUR example**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **NOT URGENT AND NOT IMPORTANT**  **WHAT:** These activities are just a distraction, and should be avoided if possible. Some can simply be ignored. Others are activities that other people may want you to do, but they do not contribute to your own desired outcomes. Again, say "No" politely and firmly if you can.  **Low**  **EXAMPLE:** An entire afternoon of video games with your roommate when you have a ten page paper due.  **YOUR Example**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **URGENT, BUT NOT IMPORTANT**  **WHAT:** Urgent but not important activities are things that stop you achieving your goals, and prevent you from completing your work. Ask yourself whether these tasks can be rescheduled, or whether someone else could do them.  **EXAMPLE:** Your weekly campus activities board meeting is in a few hours, but you also have a midterm tomorrow that you should study for.  **YOUR Example**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**High**

**Urgency**