

## NLE Quick Tip: The Priority Matrix

*“What is important is seldom urgent, and what is urgent is seldom important.”*

-President Dwight D. Eisenhower

**(Facilitator):** Before we start with what Mark shared today, let’s all take a moment and repeat this mantra out loud:

*“The first step is admitting that we have a problem.”*

Okay, let’s say it again. And then one more time, just for good measure. Because we cannot consciously change what we allow to take our attention throughout the day until we first acknowledge that we have a problem spending more time in all quadrants other than Quadrant 2 than we should. Once we’ve admitted we have a problem, the next step is to truly identify what makes up the time spent throughout the day and assign them to each of the four quadrants. Once you have visualized the prioritization of activities throughout the day, it becomes easier to hold yourself accountable to staying in Quadrant 2 and easier to say no to those activities that take you away from your most important and income-changing tasks.

Mark gives us examples of what falls in **Quadrant 1** – the **Important and Urgent**. What else takes up your time in Quadrant 1?

- Getting back to an important client immediately
- Getting medical attention when someone is sick or hurt
- A major deadline that’s due today
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Let’s move to **Quadrant 3**, and cover those activities that are **urgent, but yet not important**. Keep in mind what Mark said about perspective; these are things that might be urgent and yet not that important to you?

- Emails that are marked high priority/urgent yet are not to you
- Unproductive meetings
- Issues of other people
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Next stop is **Quadrant 4** – these are activities that are **not urgent nor are they important**. In short, they are a waste of time! What would you (hate to) admit falls on this list to you?

- Excessive socializing (or socializing at certain times of the day)
- Surfing the net
- Easy, low priority, low ROI activities
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Now, what IS actually important? This is the quadrant of **effectiveness and leadership** – specifically self-leadership. This is where the LARGEST amount of our time should be spent, yet usually it becomes an afterthought! What are some examples of your **Quadrant 2** activities?

- Planning
- Training
- Relationship building
- Networking
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Here is your big takeaway as you return to your normal activity. Keep this in mind; you cannot control Quadrant 1 – those are fires that truly need to be put out if they are worthy of breaking through the Q1 barrier. So you cannot control Q1, but the best way to control Quadrant 3 is by staying as focused as possible in Quadrant 2. Your longest list created above should be Q2; fill it up with as many tasks, projects, objectives, and activities as possible so you do not allow yourself to be easily distracted by either Q3 or Q4.

When in doubt, or at a lull during the day, have your Q2 list posted in front of you and immediately revert to a Q2 activity as soon as possible. You are giving yourself the gift of time – and the gift of some great results will soon follow!