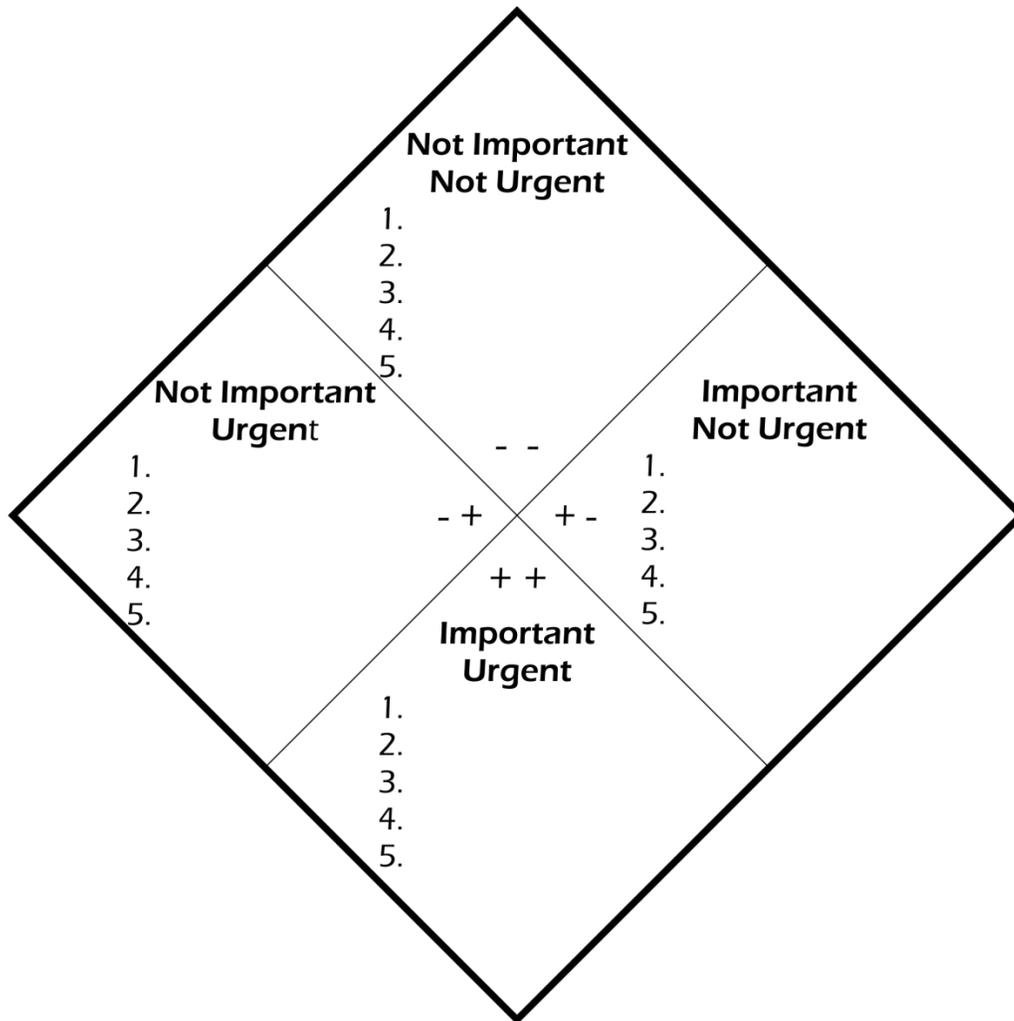


Urgent/Important Prioritization Diagram



- **Important and Urgent- If you don't get these done you are in trouble!** In the short term, you need to do them now, and there is also significant importance in the long term. Examples:
 - A fire in your kitchen
 - A top client's emergency
 - Paying your mortgage
- **Not important but Urgent- DISTRACTIONS!** These are the tasks where we are prone to lose focus. These activities may remove your ability to get other (more important things) accomplished. I like to call these "Space Killers." Typically you can easily cut many of these activities out so that you can spend time doing important things. Examples:
 - Distractions
 - Internet search for the best _____.
 - Checking/answering phone notifications
 - Interruptions from others

A common source of "Not Important but Urgent" activities is interruptions from other people. This is when it is necessary to learn to say no, to delegate, or to set aside a specific time of the

day to tend to requests from others. Ex: only checking email in specific blocks of time, say twice a day.

- **Not Important and Not Urgent- Time wasters that provided very little value.** These are the ways we lose ourselves in habits that keep us far away from our goals. Examples:
 - TV
 - Facebook
 - Video Games
 - Lounging
 - Nonproductive internet surfing

It is so crucial to know and keep your priorities. As you focus on what you really want, it becomes easier to put down the phone, turn off the TV, close Facebook, and keep moving toward your priorities and what is truly important in life.

- **Important but Not Urgent- These are activities that enable you to achieve your personal and professional long term goals.** Examples:
 - Career Development
 - Exercise
 - Eating Healthy
 - Raising healthy happy children who feel loved and supported
 - Honing your skills

A great example of something important, but not urgent is exercising. I know exercising is great for my mental and physical health. It makes me feel good and allows me to do activities with my friends. As I age it will keep me in tip top shape and help me live a long happy life. It is important to me that exercise is a daily habit. What would happen if I kept putting off exercise? A few days could go by... maybe even several weeks and it probably wouldn't affect me much. Although if being fit, physically and mentally, is something vital to my happiness and long term goals, then I must put in the time now to reap the benefits in the future.