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MARKETING & DESIGN AGENCY

Priority Quadrant Template

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The Four Quadrants



Quadrant 1 – urgent and important

This quadrant is only to be filled with things that require immediate attention like emergencies, pressing problems, or important deadlines.

Keep in mind: the root of a lot of stress and anxiety stems when we spend way too much time in this quadrant.

Quadrant 2 – not urgent but important

This quadrant is only to be filled with things that are not urgent right now but still important. Things like strategic planning, relationship building, play, exercise, preparation, education, rest, etc.– all things that we know we need to do but don't often get put at the top of our list because, well, they aren't *that* urgent...right?

Keep in mind: these ones really make a difference in life and help you accomplish a lot more of what you deeply desire, and tends to be where true happiness and meaning derive from. This quadrant is where highly effective people focus most of their energy and time!

Quadrant 3 – urgent but not important

This quadrant is only to be filled with things things that are dressed up like “urgent”but are really more like a wolf in sheeps clothing. Things like interruptions, meetings, phone calls, etc. Ideally, you want to eliminate this quadrant all together by delegating or unapologetically saying the scary two letter word...NO.

Constantly being interrupted? It may be time to set aside protected time to deal with this quadrant. It will save you a ton of time overall!

Quadrant 4 – not urgent and not important

This quadrant consists of the total time suckers: things like scrolling through social media at 10pm and binge watching Netflix to name just a few. Don't get me wrong, these things are fun relaxation treats and have their place, just make sure to schedule them appropriately so they don't take over too much of your precious time... or quadrants.

Remember: Don't be too hard on yourself. The point of this exercise isn't to point fingers, but to help you truly see where you are spending your time, and allot more time to the quadrants that matter most!

STEP 1: Begin by prioritizing your lists in each quadrant.

STEP 2: Keep a weekly log of your quadrants (print 7 blank copies of the next sheet) and record your daily activities in each quadrant and the time spend on each at the end of the day. Do this for each day of the week.

STEP 3: At the end of the week, calculate the amount of time spent in each quadrant for an accurate analyze of where your priorities truly lie.

STEP 4: Share your results with a close friend or colleague for lasting accountability.

1. Urgent

Necessity

**Manage!*

2. Not Urgent

Quality + Personal Leadership

**Focus!*

3. Urgent/ Not Important

Deception

**Avoid!*

4. Not Urgent/ Important

Waste

**Avoid!*