The Achiever Matrix

	Urgent	Not urgent
Important	**The quadrant of urgency** • Crises • Pressing problems • Deadline-driven projects, meetings, preparations	**The quadrant of quality** • Preparation • Prevention • Values clarification • Planning • Relationship building • True re-creation • Empowerment
Not important	**The quadrant of deception** • Interruptions, some phone calls • Many proximate, pressing matters • Many popular activities • Some emails, some reports • Some meetings	**The quadrant of waste** • Trivia, busywork • Junk emails • Some phone calls • Time wasters • 'Escape' activities