



Urgent vs Important

By getting clarity around the things that are urgent and those that are important in our lives, as well as observing where we spend the majority of our time and energy. This will allow us the opportunity to improve time management, learn what can be delegated and removed from our “to do list and increase productivity towards achieving our goals.

Be an observer of your day; If for just one day you documented everything you did and how long each thing took, you might be surprised of how many things you invest your time and energy in, which are not in the direction of your goals and dreams. The key is to detect those energy drains and be intentional about how we manage our time and energy to be walking in the direction of our goals and dreams.

Look over the Four Quadrants handouts I have provided. Each area has its place; this exercise brings clarity to how we can redirect our energy towards investing in our goals and dreams and eliminating distractions.

After being the observer and making a list of everything you invested your time and energy in and how long you spent doing each item, put them in the proper columns.

See Chart Below

Ultimately we want to spend about 20% of our time on things that are URGENT and 80% of our time on the things that are IMPORTANT.

Quadrant 1: Urgent and Important

Goal 5%

2: Not Urgent but Important

Goal 75%

	Urgent	Not Urgent				
Important	<p style="text-align: center;">Quad I</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><u>Activities</u></p> <ul style="list-style-type: none"> • Crisis • Pressing Problems • Deadline Driven </td> <td style="width: 50%; vertical-align: top;"> <p><u>Results</u></p> <ul style="list-style-type: none"> • Stress • Burn-out • Crisis management • Always putting out fires </td> </tr> </table>	<p><u>Activities</u></p> <ul style="list-style-type: none"> • Crisis • Pressing Problems • Deadline Driven 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Stress • Burn-out • Crisis management • Always putting out fires 	<p style="text-align: center;">Quad II</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><u>Activities</u></p> <ul style="list-style-type: none"> • Prevention, capability improvement • Relationship building • Recognizing new opportunities • Planning, recreation </td> <td style="width: 50%; vertical-align: top;"> <p><u>Results</u></p> <ul style="list-style-type: none"> • Vision, perspective • Balance • Discipline • Control • Few crisis </td> </tr> </table>	<p><u>Activities</u></p> <ul style="list-style-type: none"> • Prevention, capability improvement • Relationship building • Recognizing new opportunities • Planning, recreation 	<p><u>Results</u></p> <ul style="list-style-type: none"> • Vision, perspective • Balance • Discipline • Control • Few crisis
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3: Urgent but not important

Goal 15%

4: Not Urgent and not important

Goal 5%

Next: Let's take a look at our unique gifts and talents and the things that come easy to us. What things make you come alive, feel inspired and you would do for free because it they come natural to you?

Remember, that 80% of your time and energy would want to be invested doing your unique brilliance.

Start by making a "to do" list. Go through it and decide what quadrant these items fall into. Then decide whether these things are a priority in your life, in alignment with your core values as well as utilizing your unique brilliance. Then take a look at whether you are the only one that could do that task, or it can be delegated.

EXAMPLE: Cutting the lawn (maybe that is something you really do not enjoy; in that case it would be better to hire someone.) Sometimes we decide we are not able to afford to hire help and delegate certain things in our life.

I would like to challenge that...

The truth is if you are spending any amount of time doing things that drain you it is just not worth the investment.

Imagine if your energy for the day was a tank of gas (daily fuel). However, unlike a typical tank of gas which only gets depleted, there are certain activities

we do that will actually re-fuel us. When we are in our unique brilliance we get re-fueled as we go along.

Conversely, investing time doing things that we find difficult, or do not move us towards our goals, would be equivalent to poking large holes in our tank, allowing the fuel (energy) to leak out. When we are out of fuel we feel drained and depleted.

We get to choose how we utilize our time and energy and discover how to plug up those drains.

Although, paying someone to maintain my lawn may appear like an extravagance, because I could do it myself. The amount of time and energy I would expend in the process would cause more damage than good. Investing my time in what comes natural to me will allow me to prosper more than I ever could the other way. So, I could pay for that service several times over.

Once you have gone through each item on your “to do” list, put in them in order of importance. Be mindful as you go through your day, being aware of the activities that take your focus away from doing what is on your list and write them down. Some may be urgent but not important like (answering the phone, watching TV) some things are urgent and important such as when your child falls. Determine whether the things that took your focus away from your goals and priorities were worth trading your time and energy for and what things could be handled or delegated differently in the future.

