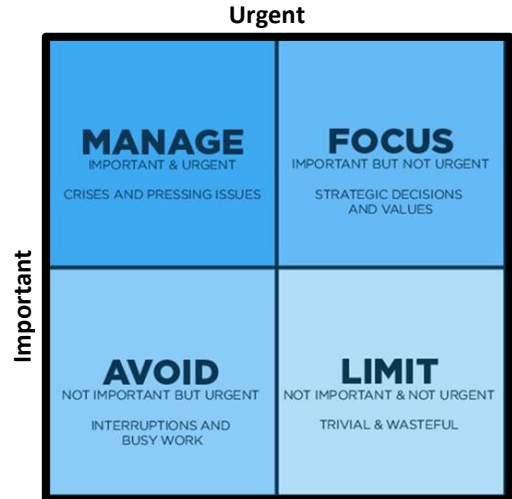


Time Management

Eisenhower's Time Management Matrix

We have different kinds of activities throughout our day. Eisenhower recognized that great time management means being effective as well as efficient. In other words, we must spend our time on things that are important and not just the ones that are urgent. To do this, and to minimize the stress of having too many tight deadlines, we need to understand this distinction:

- Important activities have an outcome that leads to us achieving our goals, whether these are professional or personal.
- Urgent activities demand immediate attention and are usually associated with achieving someone else's goals. They are often the ones we concentrate on and they demand attention because the consequences of not dealing with them are immediate.



Exercise

Write down your activities in the following matrix

Important	Important & Urgent	Not Important but Urgent	Urgent
	Important but Not Urgent	Not Important & Not Urgent	
Important			