

# MANAGE

Crises & Pressing Problems

DEMAND + NECESSITY  
DAILY FIRE-FIGHTING  
BE QUICK TO DELEGATE

IMPORTANT AND URGENT

# FOCUS

On Strategies & Values

OPPORTUNITY + PLANNING  
KEEP CRITICAL THINKING  
CONSIDER THE MACRO

IMPORTANT NOT URGENT

# AVOID

Interruptions & Busy Work

ILLUSION + DECEPTION  
NOT YOUR EMERGENCY  
MINIMIZE INVESTMENT

URGENT NOT IMPORTANT

# LIMIT

The Trivial & Wasteful

ESCAPE + WASTE  
ENTERTAINMENT ONLY  
USE TO MINIMIZE STRESS

NOT IMPORTANT OR URGENT