

Personal Effectiveness

Understanding the Time Matrix

Accelerating Excellence
Podcast Episode #42

"How we live our days is how we live our lives."

- Annie Dillard



Q1 - URGENT

Tasks that require immediate action such as a flat tire, equipment breakdown, or health crisis. However, some Q1 tasks are self-imposed due to procrastination.

Q2 - IMPORTANT

This is the quadrant of personal effectiveness. Tasks in this quadrant are important but not urgent. Therefore, they are easy to neglect. Activities in Q2 include exercise, relationship development, strategic planning, training and personal renewal.

Q3 - ROUTINE

Tasks in Q3 are not urgent but necessary to do as part of the flow of life. Activities in Q3 include paying bills, mowing the lawn, attending regularly scheduled meetings, getting car inspected, etc. We want to be as efficient as possible with tasks in Q3.

Q4 - WASTE

Activities in Q4 are activities of excess or of no value. These include unbounded entertainment, poor habits like gossip and engaging in political arguments on the internet.

Successful people spend a great deal of their time in Q2, activities that will move their life forward and make the most positive impact.

*"Everyone alive is filled to the brim with potential, possibilities and passion.
When all that abundance is focused and directed, the end result is undeniable greatness"*

-Ralph Marston