

Covey Prioritization Matrix

Quadrant I: These tasks have a pressing deadline so you should tackle them as soon as possible.

Quadrant II: These tasks may not have a pressing deadline, but they are important and should be completed. Plan for these tasks so you can execute them well.

Quadrant III: These tasks are usually everyday tasks; you need to do them, but they don't help your productivity.

Quadrant IV: These are tasks that you may want to do or sound like fun, but they fall to the bottom of your priority list. Be careful with these tasks – they can waste your time if you're not mindful.

| Important | Urgent |
|---------------------------|-----------------------------|
| I) Important & Urgent: | III) Not Important, Urgent |
| II) Important, Not Urgent | IV) Not Important or Urgent |