



Source: Dr. Stephen R. Covey, *First Things First*

The 4 Quadrants is an outstanding time management tool developed by Stephen R. Covey, and incorporates President Dwight Eisenhower's concepts of importance and urgency.

<p><b>Q1: Stress Quadrant</b></p> <ul style="list-style-type: none"> <li>• Immediate priorities</li> <li>• Induces crises, emergencies, imminent deadlines, urgent problems, and so on</li> <li>• These are fire drills that tend to cause stress and burnout</li> <li>• <b>STRATEGY:</b> Do It Now!</li> </ul>	<p><b>Q2: Value Quadrant</b></p> <ul style="list-style-type: none"> <li>• These are important issues, but not urgent</li> <li>• Includes education, relationships, and long-term projects</li> <li>• The most value is created in this quadrant</li> <li>• <b>STRATEGY:</b> Calendar and Complete. These activities should be completed before they become urgent</li> </ul>
<p><b>Q3: Deception Quadrant</b></p> <ul style="list-style-type: none"> <li>• These activities appear productive, but are not                             <ul style="list-style-type: none"> <li>• Includes most interruptions, many e-mails, unscheduled phone calls, and some poorly planned meetings</li> </ul> </li> <li>• <b>STRATEGY:</b> Delegate. Hand off these tasks or batch them together to address at a scheduled time</li> </ul>	<p><b>Q4: Regret Quadrant</b></p> <ul style="list-style-type: none"> <li>• Neither important nor urgent</li> <li>• Time passing activities, such as some phone calls and too much television, video games, or Internet</li> <li>• Essentially a waste of time and later regretted</li> <li>• <b>STRATEGY:</b> Eliminate</li> </ul>

Most people are Q1 and Q3 dominant. The "urgency" gives some people a rush, and a feeling that they are important; however, the objective is to spend as much time as possible in Q2. The more time invested in Q2, the less stress and need for urgency and the greater satisfaction in knowing that important items are being addressed.