URGENCY

IMPORTANCE

1 **Urgent** and **Important** "Firefighting" .Items that need to be dealt with immediately b/c they are important .e.g. .A transaction is falling apart at the closing table .You've just gotten notice water is flowing under the front door of your listing	**2** **Important** but **Not Urgent** "Quality Time" .Activities that contribute to achieving your goals and priorities. B/c they don't have to be done right now, they are often put off .Also includes prayer time, family time and personal relaxation/recreation time
3 **Urgent** but **Not Important** "Distraction: Issues that must be dealt with right now, but are not important e.g. You take an unwanted phone call interrupting the important task you were doing. A fellow agent asks you for help	**4** **Not Urgent** and **Not Important** "Wasting Time" .Some scheduled meetings that contribute nothing to you or your business goals .Also driving time and low quality relaxation and family time

.Constantly strive to maximize Quadrant 2 Time. Carry out tasks in this quadrant early in the day while you are at your best. Focusing on Quadrant 2 will settle some issues that would have rolled over into Quadrant 1, Firefighting. **This is the time to make your prospecting calls and lead follow up calls.**

.Reduce time spent in Quadrant 3 by improving your systems & processes for dealing w/ distractions

.Eliminate Quadrant 4 activities as much as possible. For example, while driving listen to a praise tape, let this be your prayer time, listen to RE tapes, make notes to your assistant into a digital recorder or spend this time in conference w/ your assistant setting up the day's activities.