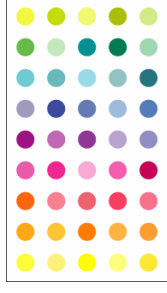


What's important?



High

What's important to them?
What do they want?

("They" = family, friends,
boss, boss's boss, etc

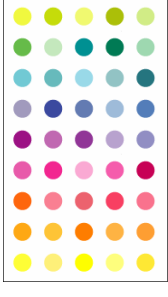
Med

Med

What's important to me?
What do I want?

High

What's important?



- The secret of efficiency, time management, productivity – well, let's face it, happiness – depends on working on what's important and then doing that.
- The challenge is that you have competing demands. You may know what you want. But you also exist in a context where others – be they your boss, your family, your colleagues – want you to do other things.
- This matrix allows you to get a clear sense of what's most important – to you and to them
- *Step 1:* Map out the activities that fill your week on the matrix. The more specific and detailed you can be, the more useful the tool.
- *Step 2:* Once your map is complete, you can use an activity's location on the map to give you guidance on how to manage it:
 - *High/High:* A sweet spot!
 - *High I Care/Medium They Care:* You can do this “under the radar”; you can get buy-in from the “they” so it becomes a High for them; or you can find ways to get this fulfilled outside this system
 - *Medium I Care/High They Care:* It has to be done. So find out how to delegate as much as possible
 - *Medium/Medium:* Minimize time spent here. Either stop doing it altogether, or do these activities at the minimum level required