



Limitless Growth Strategies  
Building Dreams. Growing Giants.

# Prioritizing: When Everything Seems Important and Urgent

## A Simple Technique to Help You Master Your Schedule

There is a difference between IMPORTANT and URGENT. Some tasks are URGENT, some are IMPORTANT but usually, tasks are some combination of both these factors. Ineffective leaders jump to the urgent tasks first, while effective leaders weigh both factors for each task and then act accordingly.

To help you to prioritize effectively ask yourself these two questions:

**Is this task important, and what is the level of importance? And is this task urgent, and what is the level of urgency?**

**High Importance + High Urgency** - Make these tasks are your priority! Work on them during your most productive time.

**High Importance + Low Urgency** - Because these tasks are important, set a deadline for them and add them to your calendar.

**Low Importance + High Urgency** - Find a quick and effective way to complete these tasks or delegate them. Don't let the urgency of these tasks distract you.

**Low Importance + Low Urgency** - Ask yourself if these tasks can be eliminated or delegated? If not then schedule a block of time to complete them but don't schedule them during your most productive time