FOUR-QUADRANT APPROACH

Stephen Covey argues that, as a field of management study, time management has gone through four stages:

1. Identifying tasks and recognizing demands on our time.
2. Using calendars and appointment books to schedule and plan for the future.
3. Planning ahead and prioritizing activities; applying personal values to the process of prioritization.
4. Focusing on activities that are not urgent but are important.

<table>
<thead>
<tr>
<th>URGENT</th>
<th>NOT URGENT</th>
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<tbody>
<tr>
<td><strong>IMPORTANT</strong></td>
<td><strong>URGENT</strong></td>
</tr>
<tr>
<td>Quadrant I: Urgent &amp; Important</td>
<td>Quadrant II: Not Urgent &amp; Important</td>
</tr>
<tr>
<td><strong>NOT IMPORTANT</strong></td>
<td></td>
</tr>
<tr>
<td>Quadrant III: Urgent &amp; Not Important</td>
<td>Quadrant IV: Not Urgent &amp; Not Important</td>
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</tbody>
</table>

Quadrant I is for immediate and important deadlines. 
Quadrant II is for long-term strategizing and development. 
Quadrant III is for time-pressed distractions. They are not really important, but someone wants it now. 
Quadrant IV is for those activities that yield little if any value. These are activities that are often used for taking a break from time-pressed and important activities.

RESEARCH IT AND REFLECT IT

By being able to analyze where your time goes through reflection, you can carry it out in a vast majority of steps.

Start from Step 1 and reflect when you make your time management goals to see how they work.

- Where in the cycle does it occur?
- How are the obstacles stopping you?
- What do you observe?
- How are you self-aware?
