Using Covey’s Urgent v Important Matrix

Answer

Here is a list of typical tasks that a Microsoft intern may have on their weekly to-do list. It’s Monday morning and you need to plan your week. You want to use Covey’s Urgent/Importance Matrix to categorize each of these tasks. From your reading, you know that Quadrant 2 is where you should be investing the majority of your time and Quadrant 1 needs to be managed carefully or it will consume all your time and contribute to stress. You know those tasks in Q3 should be given lower priority and those in Q4 are the lowest priority.

Categorize the following tasks into each quadrant of the matrix.

1. Email received from manager asking for a project update at your next team meeting on Tuesday.
2. Email asking you to confirm your attendance at social function next weekend.
3. Phone call from a customer that you haven’t heard from for months.
4. Notification on your phone from LinkedIn requesting a new connection.
5. Colleague with a personal problem has just appeared at your desk asking for your help.
6. Attend the Intern lunch with other fellow interns today.
7. Formulate objectives for the internship ready for your next meeting with your manager on Wednesday.
8. Check social media notifications.
9. Prepare for weekly connection meeting with intern hiring manager on Friday.
10. Plan your professional development activities for the next month.
11. Deal with an urgent query about the project you are working on.
12. Microsoft Teams has stopped working.
13. Prepare for your weekly intern meeting today with the university recruitment team.
14. Develop presentation to welcome new interns next week.
15. Conduct research needed for the project team in 5 days.
16. Prepare for tomorrow’s departmental team meeting.
17. Connect with intern buddy for catchup.
18. Meet with fellow interns on stretch project (philanthropy project).
19. Organize weekly coffee chat with senior leaders.
20. Read weekly company email digest

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|  | Urgent | Not Urgent |
| Important ortant | Q1 Important & Urgent  Email received from manager asking for a project update at your next team meeting on Tuesday.  Attend the intern lunch with other fellow interns today.  Formulate objectives for the internship ready for your next meeting with your manager on Wednesday.  Deal with an urgent query about the project you are working on.  Microsoft Teams has stopped working.  Prepare for your weekly intern meeting today with the university recruitment team.  Prepare for tomorrow’s departmental meeting. | Q2 Important but Not Urgent  Phone call from a customer that you haven’t heard from for months.  Notification on your phone from LinkedIn requesting a new connection.  Plan your professional development activities for the next month.  Prepare for weekly connection meeting with intern hiring manager on Friday.  Develop presentation to welcome new interns next week.  Conduct research needed for the project team in 5 days.  Connect with intern buddy for catch up.  Meet with fellow interns on stretch project (philanthropy project).  Organize weekly coffee chat with senior leaders.  Read weekly company email digest. |
| Not important | Q3 Urgent but Not Important  Email asking you to confirm your attendance at social function next weekend.  Colleague with a personal problem has just appeared at your desk asking for your help. | Q4 Not Important & Not Urgent  Check social media notifications. |