



Managing Priorities and Expectations

HIGH priority <i>It is expected that the project will accomplish:</i>	
MEDIUM priority <i>It would be nice if we could also accomplish:</i>	
LESSER priority <i>Tasks that may be desired, but are not crucial to the project:</i>	

Urgency-Importance Matrix

The below matrix can be used to help partners prioritize day-to-day tasks. The matrix is best used as a tool to facilitate conversations about daily expectations, how to focus activities, and how to best budget time.

Urgent / Important <i>(Clear deadlines and consequences for not taking action; e.g., crises, project milestones, “all hands on deck” situations)</i>	Not Urgent / Important <i>(Activities without set deadlines that bring you closer to goals; e.g., relationship building, project planning)</i>
Urgent / Not Important <i>(Need to be done, but often can be delegated; e.g., interruptions, some emails and meetings)</i>	Not Urgent / Not Important <i>(Distractions from overall goals; e.g., checking personal social media, personal phone calls)</i>