

# TIME PRIORITIZATION FRAMEWORK

Use this framework to prioritize work based on impact, importance, urgency, and effort.

- **Impact** measures the potential effect or outcome of the related work.
- **Importance** is its significance based on the leader or organizational needs.
- **Urgency** is its time sensitivity.
- **Effort** is the work required for completion.

**High-impact** work boosts performance and **promotes THRIVE**, while low-impact, high-effort work can cause burnout. Many tasks feel urgent and important, making prioritization hard. Clarify and negotiate importance and urgency often. Effective time prioritization includes regular importance and urgency review, eliminating tasks, and sharing workload through delegation, collaboration, or borrowing time.

## HIGH IMPACT, LOW EFFORT

### Urgent and Important - Do First

Important but Not Urgent - Schedule

Urgent but Not Important - Delegate

Not Urgent and Not Important - Review

## HIGH IMPACT, HIGH EFFORT

### Urgent and Important - Plan and Schedule Work

Important but Not Urgent - Plan and Schedule Work, Delegate, or Partners

Urgent but Not Important - Plan and Schedule Work, Delegate, or Partners

Not Urgent and Not Important - Review

## LOW IMPACT, LOW EFFORT

### Urgent and Important - Delegate with follow up

Important but Not Urgent - Review or Delegate

Urgent but Not Important - Review or Delegate

Not Urgent and Not Important - Eliminate

## LOW IMPACT, HIGH EFFORT

### Urgent and Important - Delegate with follow up

Important but not Urgent - Review or Delegate

Urgent but Not Important - Review or Delegate

Not Urgent and Not Important - Eliminate

IMPACT

EFFORT

