Setting Priorities
How to get the most out of your time.

It can be difficult to juggle many different tasks throughout the course of a day, and it can seem like there's not enough time to get everything done. Here's a 3-step approach to feeling good about how you spend your time.

1. Make a list of everything you want to accomplish in the day.

Example:
- Complete scholarship application
- Respond to Facebook wall posts
- Do laundry
- Finish Calc homework
- Read chapter 6 for history class
- Go to Dr. Smith's office hours
- Clean apartment
- Go out for dinner with friends

2. Categorize each item according to its urgency and importance.

Urgency is about how time-sensitive the task is.
Importance has to do with a task's value to you.

<table>
<thead>
<tr>
<th>urgent</th>
<th>not urgent</th>
</tr>
</thead>
<tbody>
<tr>
<td>important</td>
<td></td>
</tr>
<tr>
<td>• a crisis or pressing problem (e.g., overflowing toilet)</td>
<td></td>
</tr>
<tr>
<td>• impending deadline (e.g., test tomorrow)</td>
<td></td>
</tr>
<tr>
<td>not important</td>
<td></td>
</tr>
<tr>
<td>• most interruptions (e.g., phone calls)</td>
<td></td>
</tr>
<tr>
<td>• several popular activities (e.g., responding to an IM)</td>
<td></td>
</tr>
<tr>
<td>important</td>
<td></td>
</tr>
<tr>
<td>• planning and preparation (e.g., researching a paper that's due in 3 weeks)</td>
<td></td>
</tr>
<tr>
<td>• true recreation or relaxation (e.g., dinner with friends)</td>
<td></td>
</tr>
<tr>
<td>not important</td>
<td></td>
</tr>
<tr>
<td>• reading junk mail</td>
<td></td>
</tr>
<tr>
<td>• time-fillers (e.g., channel surfing)</td>
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</tbody>
</table>

At the end of the day, time spent here is the most gratifying.
These tasks tend to become urgent if you procrastinate.
Spend as little time on these tasks as possible.

3. Prioritize tasks to get the most out of your time.

Are you spending the bulk of your time on activities that are urgent, but not important? These can be time black holes – periods of time that just seem to disappear, without much to show for them.

See if you can shift your priorities to activities that are not urgent, but important. These tasks don't seem as pressing, but they represent the things that you really care about. At the end of the day, you'll feel that your time was well-spent.
Use this 3-step process to prioritize tasks in your day:

Make a list of everything you want to accomplish in the day.

1

Categorize each item according to its urgency and importance.

(Urgency is about how time-sensitive the task is. Importance has to do with a task’s value to you.)

urgent
not urgent

important

not important

Prioritize these tasks. They may be less pressing, but they represent things you really care about.

See if you can give these tasks less priority. Their urgency may get your attention, but they tend to use up the day.

Prioritize tasks to get the most out of your time.

Now that you’ve identified which tasks are a priority for you today, map them to a specific time and place in your schedule or planner.