

	Urgent	Not Urgent
Important	<i>Crises</i>	<i>Opportunities</i>
Not Important	<i>Interruptions</i>	<i>Distractions</i>

Distinguish between important and not important by:

1. values
2. priorities
3. goals

Distinguish between urgent and not urgent:

1. when decision/action *has* to be made, not by want to be made
2. *why* does the decision have to be made
3. most decisions/actions are not truly urgent

The difference between crisis and opportunity is adequate preparation.

Crisis is letting opportunity run out of time.