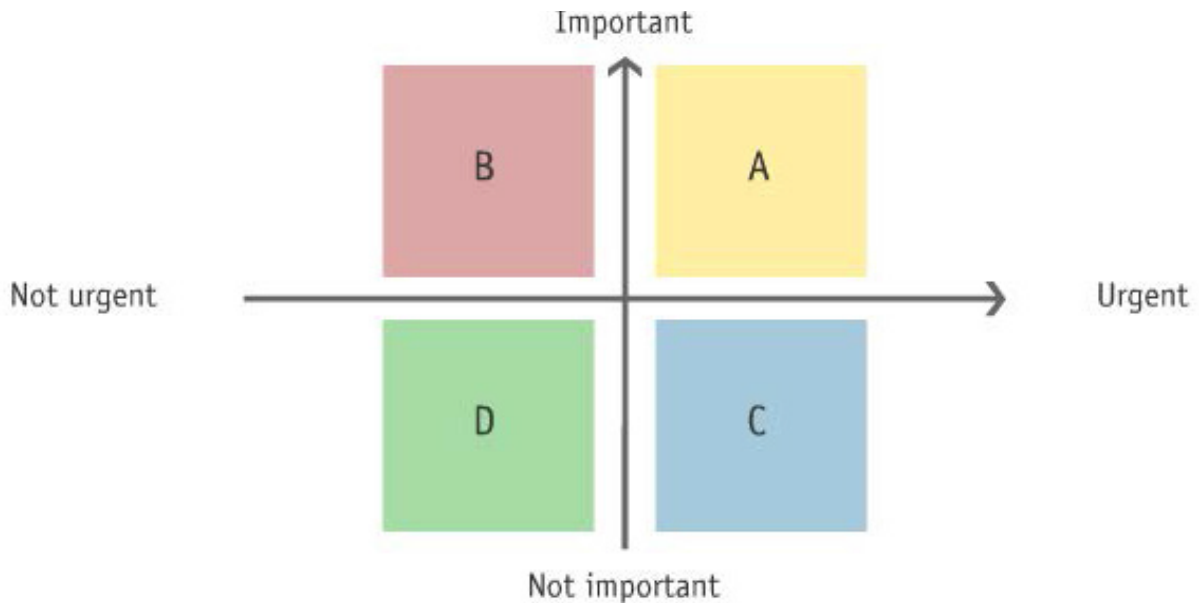


## CAUT (Critical Analysis of your Use of Time) technique

It allows you to cross the importance axis with the urgency axis to carry out a critical analysis of your use of time. The urgent-important matrix is a tool to prioritize your tasks visually on their scale of urgency and importance.



At the heart of the urgent-important matrix are these two questions:

- Is this task important?
  - **Important** responsibilities contribute to the achievement of your goals.
- Is this task urgent?
  - **Urgent** responsibilities require immediate attention. These activities are often tightly linked to the accomplishment of someone else's goal. Not dealing with these issues will cause immediate consequences.

By asking yourself these questions, you can begin placing your tasks in each quadrant of the matrix. So just what does each quadrant stand for?

	NOT URGENT	URGENT
IMPORTANT	Tasks and responsibilities that are important without requiring immediate action (such as relationship building, strategic planning, personal development)	Tasks and responsibilities that need immediate attention (important deadlines with high urgency such as crises, last-minute preparations, pressing problems, projects that are deadline driven etc.)
NOT IMPORTANT	Tasks and responsibilities that do not have any value—items that are unimportant and not urgent (such as web-browsing, social media, any activity used to procrastinate)	Tasks that are urgent, without being important (such as interruptions, some meetings, other people's minor demands)

If you apply the matrix to your own professional life you will notice that **the majority of your activities can be found within quadrant A and C**. Experience shows that quadrant B is neglected by most people, especially in the area of their own personal development. However, the importance of the second quadrant must not be

underestimated. If you notice a big gap in this quadrant it means that your focus lies too much on the operative aspect, while the strategic perspective is left behind. For this reason, **addressing quadrant B is as an exceptionally important part of the matrix**. Without this quadrant, efficient time management would not be possible, as it requires strategic elements as well.

Quadrant D activities should be eliminated at any costs, while Quadrant C activities could be minimized, eliminated or delegation is another option.

**You need to assign priorities based on what's important and not on what's urgent** > Focusing more energy on tasks that fall under Quadrant B allows you to plan your work ahead, dealing with fewer emergencies, before more stressful situations develop. It is recommended to try to maximize the time spent with quadrant B activities. This will allow you (in the long run) to reduce quadrant A activities, as many of them could have been quadrant B activities—if better planning had been implemented.

By reflecting on tasks and priorities, our work becomes more proactive and less reactive. A tool like the urgent-important matrix can help you develop your time management skills. It allows you to regain control over your environment and the demands of others, rather than allow your environment to control you.

*Do Important things First!*