



## The Urgent/Important Matrix

## The SMART Way

SMART is a convenient acronym for the set of criteria that a goal must have in order for it to be realized by the goal achiever.

- SPECIFIC:** In order for you to achieve a goal, you must be very clear about what exactly you want.
- MEASURABLE:** All goals need some form of objective measuring system so that you can stay on track and become motivated when you enjoy the sweet taste of quantifiable progress.
- ACHIEVABLE:** Setting big goals is great, but setting unrealistic goals will just de-motivate you. A good goal is one that challenges, but is not so unrealistic that you have virtually no chance of accomplishing it.
- RELEVANT:** Goals, in and of themselves, do not provide happiness. Goals that are in harmony with our life purpose have the power to make us happy.
- TIMED:** Without setting deadlines for your goals, you have no real compelling reason or motivation to start working on them. By setting a

develop the lifelong habit of tackling your major task first thing each morning.

## The Glass Jar

The glass jar represents the time you have each day, and each item that goes into it represents an activity with a priority relative to its size.

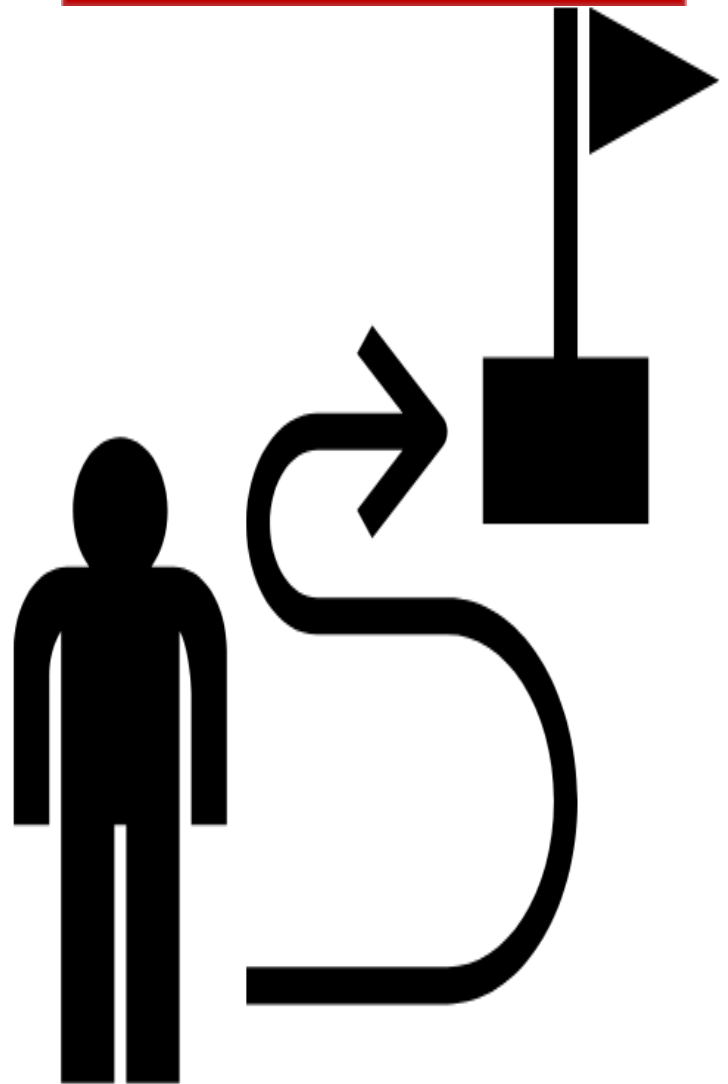
**ROCKS:** Plan each day around your most important tasks that will propel you toward achieving your goals. These represent *important, but not urgent* tasks that move you toward your goals.

**PEBBLES:** Next, fill in the space between the rocks with pebbles. These represent tasks that are *urgent, and important*, but contribute less to important goals.

**SAND:** Now add sand to fill your jar. In other words, schedule *urgent, but not important* tasks, only after important tasks.

**WATER:** Finally, pour water into your jar. These trivial time-wasters are *neither important nor urgent* and take you away from working toward high return activities and your goals.

## Using the PAT Approach



## Eat That Frog!