**Urgent Important Matrix – Template**

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| **1. Compile a list of all ideas under consideration.** |
| 1. Click or tap here to enter text.  2. Click or tap here to enter text.  3. Click or tap here to enter text.  4. Click or tap here to enter text.  5. Click or tap here to enter text. |

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| **2. Score each of the ideas on the basis of their importance using a scale from 1 to 10, where 1 represents an idea of low importance and 10 an idea of high importance.** | |
| **Idea** | **Importance score** |
| 1 | Click or tap here to enter text. |
| 2 | Click or tap here to enter text. |
| 3 | Click or tap here to enter text. |
| 4 | Click or tap here to enter text. |
| 5 | Click or tap here to enter text. |

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| **3. Score each of the ideas on the basis of their urgency using a scale from 1 to 10, where 1 represents an idea of low urgency and 10 an idea of high urgency.** | |
| **Idea** | **Urgency score** |
| 1 | Click or tap here to enter text. |
| 2 | Click or tap here to enter text. |
| 3 | Click or tap here to enter text. |
| 4 | Click or tap here to enter text. |
| 5 | Click or tap here to enter text. |

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| **4. Plot each idea using the score they achieved in the previous two steps on the matrix below. Plan appropriate strategic actions for each idea.** |
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