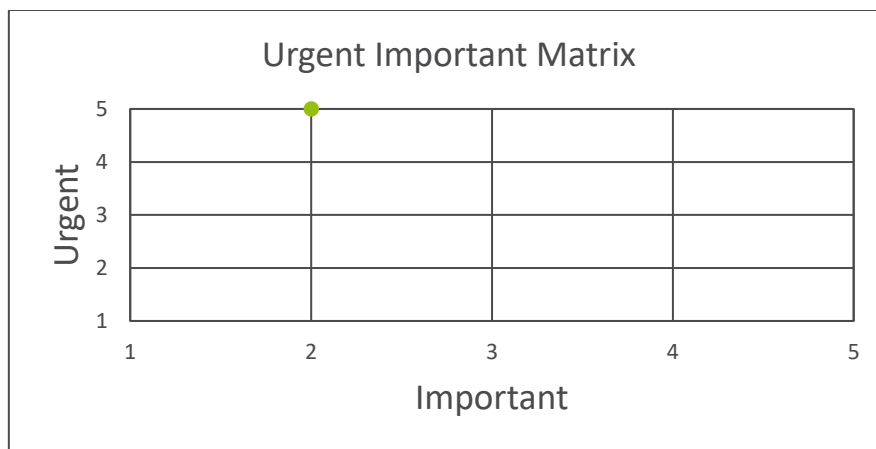# Urgent Important Matrix

The urgent important matrix is a technique used to support the selection of ideas for implementation. Its purpose is prioritisation in order for organisations to spend their time on high-value ideas. In order to accomplish this, it plots the urgency of an idea against its importance. This is because urgent tasks are not necessarily important and important tasks are not necessarily urgent. Important activities are defined as those which assist an organisation in achieving its objectives. Urgent activities are those that require immediate attention or action. Without the use of the matrix the tendency of organisations is to focus on urgent, but unimportant tasks. The example below illustrates a case of low importance and high urgency.

Using 'Urgent Important Matrix'

Step 1: A list is compiled of all ideas under consideration.

Step 2: All ideas are scored in terms of their importance. They can be assigned words such as 'critical', 'very important', or 'neutral'; or a predefined scale can be used to numerically represent their importance using numbers.

Step 3: All ideas are scored in terms of their urgency. They can be assigned words such as 'within the next hours', 'within the next days', or 'within the next weeks'; or a predefined scale can be used to numerically represent their urgency using numbers.

Step 4: Results may be plotted on a matrix. Ideas that are categorised as both urgent and important should be planned in advance. Ideas that are important, but not urgent should be well planned to ensure they do not become urgent. Ideas that are not important are assigned the lowest level of planning priority.