



character

a 52-week series about amplifying your
management & leadership skillset

create

Prioritization

Overview

If there was one thing I would share about management & leadership...

It would be about the importance of **prioritization**. Life is full and time is our measure with which we engage in it. This finite resource causes some interesting management and leadership decisions each and every day. Now and then. Keep it or give it away. For me and for the benefit of others. Urgent and important will always challenge our focus and priorities...what will yours be today?

"Most of us spend too much time on what is urgent and not enough time on what is important."

Stephen Covey

For the week...

- **Reflect:** Make your list for the day and/or week. Highlight your priorities. Then hand it someone you trust and ask, "What do you think is important to me?"
- **Act:** Maybe list out your tasks into four columns: Do, Delegate, Decide and Diminish.
- And always remember your professional list can overwhelm your personal one, and vice versa. True balance is when they reflect each other.

Let's be real, **every task you have cannot be Important AND Urgent**. While your perceived reality of time and task may suggest otherwise, you cannot be everywhere, doing everything for everyone. Think of it this way, if your life were to end tomorrow, how would your critical or vital few matter in the sea of trivial many?



**To learn more about this series, contact Kurt Reinhart.
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