Precision Acquisitions Direct reveals their invaluable secrets for entrepreneurs looking to excel in time management.

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As firm supporters of Stephen Covey's time management Matrix Formula, Precision Acquisitions Direct share their secrets to excelling at time management.

Entrepreneurship, especially in the early days, is a whirlwind of deadlines, multitasking, and decision-making - there just never seems to be enough hours in the day. Precision Acquisitions Direct urges entrepreneurs to follow Stephen Covey's time management formula as they believe his method is the most productive way of managing time more efficiently.

About Precision Acquisitions Direct: http://www.precisionacquisitionsdirect.com/about-us/

Important responsibilities contribute to the achievement of your long-term goals, whilst urgent responsibilities require immediate attention. These activities are often tightly linked to the accomplishment of someone else's goal - such as a role model. Not dealing with these issues will cause immediate consequences in business and personal spheres of life. This is one of the reasons why Stephen Covey, one of America's most influential keynote speakers, developed a time management matrix formula. He did this by working on the assumption that tasks could be split into one of four quadrants, determining its importance in relation to urgency. By breaking down a daily to-do list and using the theory below, it is possible to determine where each task falls. Each quadrant has a specific purpose:

Quadrant I – important deadlines with high urgency

The first quadrant contains tasks and responsibilities that need immediate attention.

Quadrant II – long-term development and strategising

The second quadrant is for items that are important without requiring immediate action. Covey points out that this quadrant should be used for long-term strategizing.

Quadrant III – distractions with high urgency

The third quadrant is reserved for tasks that are urgent, without being important. Covey recommends minimising or even eliminating these tasks as they do not contribute to your output. Delegation is also an option here.

Quadrant IV – activities with little to no value

The fourth and last quadrant focus on tasks and responsibilities that do not yield any value - items that are unimportant and not urgent. These time wasters should be eliminated at any costs.

Covey states that the majority of focus should lie in quadrant II, as the majority of quadrant I tasks should have fallen into that section had better planning taken place.

Precision Acquisitions Direct is an event marketing agency based in London. The firm specialises in a unique form of marketing whereby they connect with consumers on behalf of their clients' brands in person through pop-up marketing events. By connecting with consumers on a face-to-face basis the firm are able to establish long-lasting and meaningful relationships between brand and consumer, which often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Source: http://www.planetofsuccess.com/blog/2015/stephen-coveys-time-management-matrix-explained/

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