Practice Development Series

Module 8: Fine Tuning / Activity 1 – The Urgent Important Matrix

Aligned with the PFA[™] Designation Program

Activity 8.1, Section 1 The Urgent Important Matrix for Financial Advisors

Instructions: Review the Urgent Important Matrix for Financial Advisors and reflect on a typical day or week in your financial advisory practice. How much time do you spend in each of the quadrants? What activities are getting in the way of you managing your time better? Next, answer the activity questions based on the findings from your reflection.



The Urgent Important Matrix for Financial Advisors

	URGENT	 NON-URGENT Goals and Planning Building & maintaining COIs Goal setting and tracking of goals Proactive communication with clients Prospecting Marketing & business planning Tracking business results Achieving activity goals (Activity Action Plan) Continuing education Documentation & compliance Maintaining & refining your value proposition and target client market Life-work balance 		
IMPORTANT	 Crises Unexpected market correction Disgruntled client Insurance (death, disability, CI claim) Compliance issue Unexpected personal / family health issue 			
NOT IMPORTANT	Quadrant 3 Interruptions Interruptions from others Unimportant meetings Unimportant phone calls Unimportant emails / mail Other people's minor issues Unscheduled office visitors (clients, colleagues) Reactive electronic communications (email notifications) Unscheduled meetings Unscheduled meetings	Quadrant 2 Quadrant 4 Distractions "Busy" work Some phone calls Your own special time wasters Avoidance behaviours "Escape" activities Irrelevant mail or email Excessive TV (Netflix) Pointless web searches Excessive relaxing, sleeping Self critical thoughts Engaging in water cooler conversations ———————————————————————————————————		

The above Urgent Important Matrix for Financial Advisors is an adaptation of The Coaching Company's Urgent Important Matrix found here:



https://www.thecoachingtoolscompany.com/coaching-tools-101-what-is-the-urgent-important-matrix/

Activities

Reflect on a typical day or week in your financial advisory practice. Identify some of the activities listed in each of the quadrants that you spend time on each day / week. How much time do you spend in each of the quadrants? What activities are getting in the way of you managing your time better?

1. Where are you sabotaging yourse	eit:	yourself:
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3. What could you do differently so that you spent more of your time in Quadrant 2?

4. What is the key action that would support all the others?



5. Identify 1 to 3 specific actions that you will commit to and incorporate into your Activity Action Plan:

1.

2.

3.

