



Franklin Covey, “Choice 1: Act On The Important, Don’t React To The Urgent,” company blog, February 18, 2022, <https://resources.franklincovey.com/franklincovey-blog/choice-1-act-on-the-important-dont-react-to-the-urgent>.

In Covey’s world, you want to be in quadrant 2 (see graphic). It is the important—but not urgent—stuff that doesn’t necessarily have deadlines but has the potential to leap your organization forward.

One time, while I was speaking to a CEO peer group, Tom McDougall (CEO of High Point Networks) made a comment about the concept of Focus Time becoming part of a company’s culture. He said, “That right there is