

Degree of Urgency →

|                           |  | Degree of Urgency →   |                        |
|---------------------------|--|---|------------------------|
|                           |  | IMPORTANT - URGENT  | IMPORTANT - NON-URGENT |
| ↑<br>Degree of Importance | <b>Management</b><br><br><b>Survival</b><br><br>“Fire fighting”<br><br>Dealing with Complaints<br><br>Compliance<br><br>Managing day to day<br><br>Selling houses<br><br>Fear driven | <b>Strategy</b><br><br><b>Succession</b><br><br>Productive Matrix Activities <ul style="list-style-type: none"> <li>• Lead Generation</li> <li>• Appraisals</li> <li>• Listings</li> <li>• Sales</li> <li>• After Care</li> <li>• Client Care</li> </ul><br>Customer Satisfaction / Market Share Growth<br><br>Service Excellence<br><br>Relationship Building<br><br>Profitability |                        |
|                           | Working ‘In’ the business<br><br>EFFICIENCY<br><br>“Doing things right”<br><br>OPERATIONS MANAGEMENT<br><br>Today Focus<br><br>“Paying the bills”                                    | Working ‘On’ the business<br><br>EFFECTIVENESS = LEVERAGE<br><br>“Doing the right things”<br><br>LEADERSHIP<br><br>Growth Focus<br><br>“Wealth Creation”  |                        |
|                           | <b>URGENT / NOT IMPORTANT</b>  | <b>NOT URGENT / NOT IMPORTANT</b>   |                        |
|                           | Someone else does it   | Don’t bother doing it   |                        |

