

Week 33

Reduce Urgency Culture



8/17/26

Why it Matters: When everything feels urgent, truly important work gets crowded out and teams become reactive instead of strategic. Exceptional leaders help people distinguish between what needs immediate attention and what simply arrived loudly.

This Week's 1% Better Practice: Pause Before You Pass the Urgency. Before labeling a request "urgent" or passing an urgent request to your team this week, pause and ask: "What actually happens if this waits?" If there is no meaningful consequence to waiting, remove the urgency. Give the work a realistic timeline based on its importance, not simply how quickly someone wants it done.

Applying It:

Take an Urgency Inventory. Write down 3 tasks, requests, or projects that currently feel urgent:

#1: _____

#2: _____

#3: _____

Test the Urgency. For each item ask (circle yes or no for each item):

#1	#2	#3	
Y/N	Y/N	Y/N	Is there a meaningful consequence if this waits?
Y/N	Y/N	Y/N	Is there a legitimate deadline?
Y/N	Y/N	Y/N	Does delaying this create risk, harm, or a significant missed opportunity?
Y/N	Y/N	Y/N	Does this directly support one of our current priorities?
Y/N	Y/N	Y/N	Is this actually urgent, or does someone simply want it quickly?

Analyze. What did you discover? _____

Use an Eisenhower Matrix. Place each item into the one quadrant.

Urgent & Important = Do it!

Not Urgent & Important = Schedule it!

Urgent & Not Important = Delegate it!

Not Urgent & Not Important = Eliminate it!

Important

Not
Important

	Urgent	Not Urgent
Important		
Not Important		

Take Action. What action will you take for each of your 3 items? (Circle one for each)

#1:	Do it	Schedule it	Delegate it	Eliminate it
#2:	Do it	Schedule it	Delegate it	Eliminate it
#3:	Do it	Schedule it	Delegate it	Eliminate it

