

Wendy K. Clark

Fighting The Tyrant Called Urgent

Strategic Goal Mapping



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THE VALLEY OF DECISION

Where do you focus your energy?

URGENT 
IMPORTANT 

QUAD 1: DO

- Workin "in" the business
- Daily operations
- Day-to-day scheduling
- Providing our services to our clients
- Dealing with fires or emergencies
- Getting the job done

QUAD 2: PLAN

- Workin "on" the business
- Strategic planning
- Marketing
- Healthy time for self
- Time with friends and family
- Administration
- Inspections
- Legal

 **URGENT**
 **IMPORTANT**

URGENT 
IMPORTANT 

QUAD 3: DELEGATE

- Squeaky wheel employees, clients, or issues of the day
- Workplace drama
- Inefficient systems and processes
- Interruptions
- Cut off your nose to spite your face

QUAD 4: ELIMINATE

- Ate too many carbs
- Wasting time
- Gossip
- Social Media

 **URGENT**
 **IMPORTANT**

How do my decision and priorities get me from here...

... TO HERE?



THE VALLEY OF DECISION

What does your life look like?

The form consists of four empty rounded rectangular boxes arranged in a 2x2 grid. Each box is associated with a set of labels and indicators:

- Top-Left Box (Yellow border):** On the left, 'URGENT' and 'IMPORTANT' are each followed by an upward-pointing arrow icon. Below them are two horizontal bars: a yellow one labeled '% (Actual)' and a blue one labeled '% (Desired)'.
- Top-Right Box (Purple border):** On the right, a downward-pointing arrow icon is followed by 'URGENT', and an upward-pointing arrow icon is followed by 'IMPORTANT'. Below them are two horizontal bars: a red one labeled '% (Actual)' and a blue one labeled '% (Desired)'.
- Bottom-Left Box (Red border):** On the left, 'URGENT' is followed by an upward-pointing arrow icon, and 'IMPORTANT' is followed by a downward-pointing arrow icon. Below them are two horizontal bars: a red one labeled '% (Actual)' and a blue one labeled '% (Desired)'.
- Bottom-Right Box (Green border):** On the right, a downward-pointing arrow icon is followed by 'URGENT', and another downward-pointing arrow icon is followed by 'IMPORTANT'. Below them are two horizontal bars: a green one labeled '% (Actual)' and a blue one labeled '% (Desired)'.

What percentage of time do you spend in each quadrant?
Where do you get stuck? Circle those areas.

CONSEQUENCES

- No trust - cries wolf
- Cannot hear
- Stupid decisions
- Pain

MY LIFE

- Fires
- Emergencies
- Stressful
- Frustrating

WHY CAN'T I CHANGE?

- If it ain't broke, don't fix it
- It's good enough
- What's urgent? Important?
- I don't have the time.
- It's not worth it
- Hopelessness



QUAD 1: DO

- Client complains
- Didn't have equipment needed at a routine job
- Employees messing up on basic things
- The lights are left on/door open
- Employees complaining/ handing you the problem
- Employees calling at all times
- Anger over miscommunication
- Not enough trained people
- Person says yes but really doesn't understand
- Overdue notices

U 
I 

QUAD 3: DELEGATE

- Wrong employee in the job
- Manually train/doing manually what you can automate
- Squeaky wheels
- Made wrong decisions

U 
I 

THE REACTIVE LIFE

The FIRES of the TYRANT called URGENT

QUAD 2: PLAN

- Answer emails in the AM
- Regular meetings with staff & client
- But little time

 U
 I

QUAD 4: ELIMINATE

- Ate too many carbs
- Clicked an ad on the web
- Procrastination

 U
 I

THE LANGUAGE OF QUAD 1

QUAD 1: DO

URGENT ⬆️
IMPORTANT ⬆️



“

Reactive

Only \$199 monthly payment!

Short term

Lease/Rent

“I have to”

Squeaky Wheel

Regret

Momentary - in the moment

Play before work

Lack of planning doesn't constitute an emergency on MY part

Little boy cries wolf

Parable of the 10 Virgins -
always be prepared

Cart before the horse

Cut off nose to spite face

*Throw out baby with
the bath water*

Wanting to have your
cake and eat it too

*Sacrificing longterm
goals for short term gain*

”

THE PROACTIVE LIFE

Led by the IMPORTANT

QUAD 1: DO

- Trained person quits, need 1 new hire instead of 5
- Onboarding new clients & new employees

U
I

QUAD 3: DELEGATE

- Debit card got hacked
- Only 1 squeaky wheel
- Client vs 3 of them

U
I

QUAD 2: PLAN

- Client tracking system
- Regularly communicate with client
- Equipment tracking policy
- Create Systems for "routine jobs"
- Schedule is reviewed ahead of time
- Inspections
- Training Videos
- Schedule rocks of communication
- Have employees bring solutions
- Schedule rocks of communication
- Regular oil maintenance of the wheels
- Define roles
- Systematic communication
- Regular oil maintenance of the wheels
- System of processing
- Put on your own oxygen mask first
- Wolf protection system

U
I

QUAD 4: ELIMINATE

- Still too many carbs :)

U
I

MY LIFE

- Time/space to listen/learn systems
- Builds Trust
- Proactive Communication
- Positive interactions with clients coworkers, and employees
- Positive interactions with my relationships





THE VOCAB OF QUAD 2

QUAD 2: PLAN

URGENT ✓
IMPORTANT ^



Intentionality

Proactive

Longterm

Infrastructure

Follow-up and
Follow Through

*Freedom Through
Discipline*

Balance Sheet

Ownership

Boundaries

Building

*An Ounce of Prevention =
Pound of Cure*

Saving for
a Rainy Day

*Working ON the Business,
Not IN It*

Winning the War,
Not the Battle

*Early Bird Catches
the Worm*

Putting on Your Own
Oxygen Mask



THE WORLD OF QUAD 2

QUAD 2: PLAN

URGENT ✓
IMPORTANT ^



Dreaming/Planning

Take time to think - renew your mind. It's your greatest asset.

Spending time with Jesus - Dr. Caroline Leaf, *The 30 Day Brain Detox*

Sleeping

Exercise

Eating life giving food

Healthy physical touch

Single - massage, solid exercise

Married - massage, regular sex

Date night!

Single - with self or with good friends

Married - with spouse

Quality time with those who are important to you

Dreaming/Planning

Personal infrastructure: Will, Life Insurance, Reconcile bank statements monthly, Budget

Audit / time budget

Legacy- What impact will your life have 100 years after you've been here?

Financial Planning - Now, 5 years from now, when 70? Savings!

Training, learning, reading, podcasts. Wisdom!

Insurances -Maintain house, live below means, spring and fall cleaning, 10 minute timer

Car - oil, maintain brakes/tires, AAA

Time budgeting - asset development

Brain, body, relationships, revelation = wisdom more precious than gold!

Emotional energy

Dreaming/Planning

Business - insurance, legal work, L-10 meetings annual strategic planning, invest in infrastructure

Infrastructure - software, people, accountant, office space, training, cars, marketing

Playtime - actual play, not just being amused

Dreaming/Planning/time to think

Pruning - personal, business

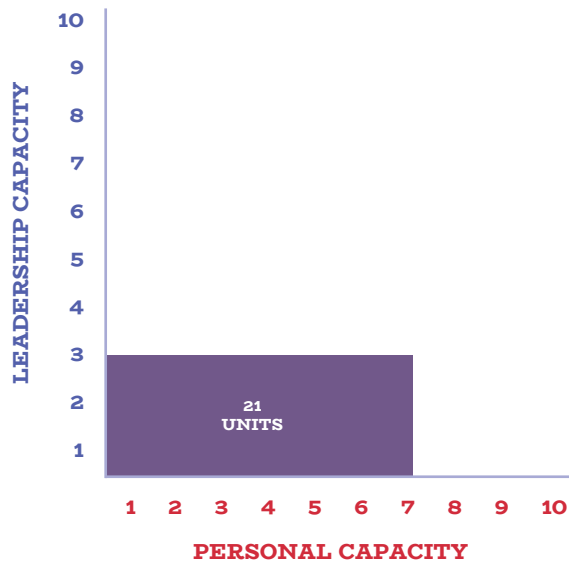
Most effective way to have impact is to be the best/true/authentic me.

Esther prepped strategically to see the king. Do the work.

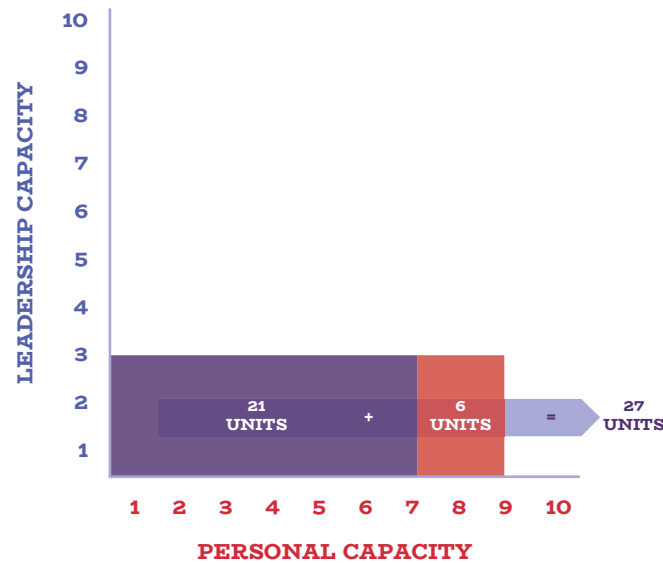
THE LEADERSHIP LID

LEADERSHIP = Decision Making
+ Communication + Trustability
Wendy Clark

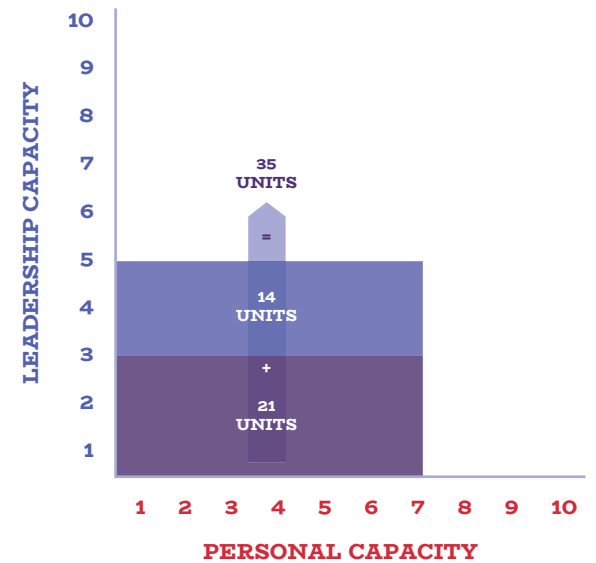
PERSONAL CAPACITY
+ **LEADERSHIP CAPACITY**



What happens if you invest in PERSONAL CAPACITY?

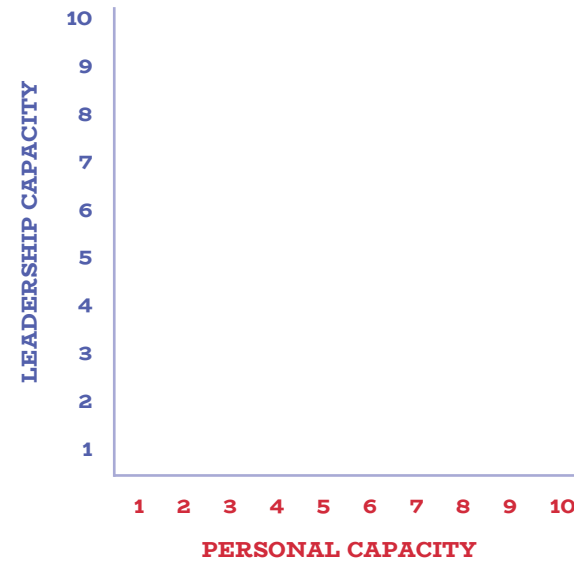
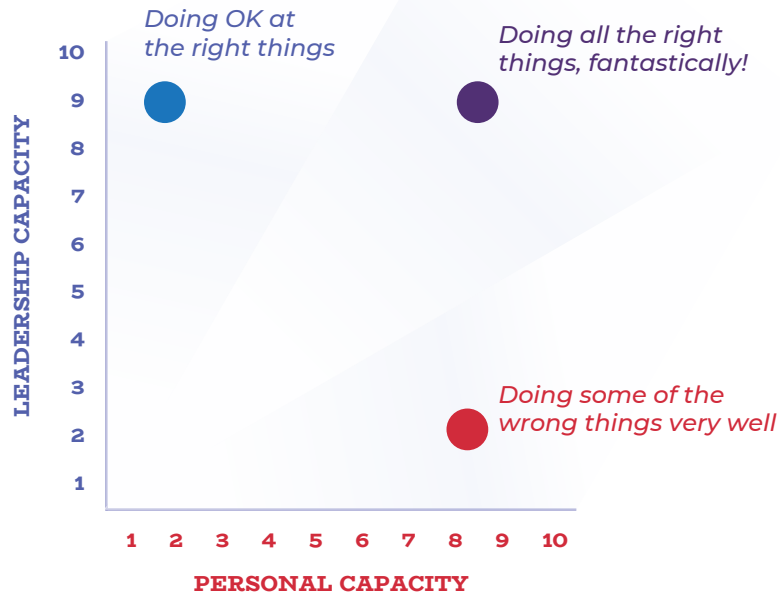


What happens if you invest in LEADERSHIP CAPACITY?



THE LEADERSHIP LID

LEADERSHIP = Decision Making
+ Communication + Trustability
Wendy Clark



Y axis : Influence
Your Relationship with Relationships
Working ON your business

X axis : Success
Your Relationship with your Talent
Working IN your business

Prioritize figuring out the “right things” over “doing things right”

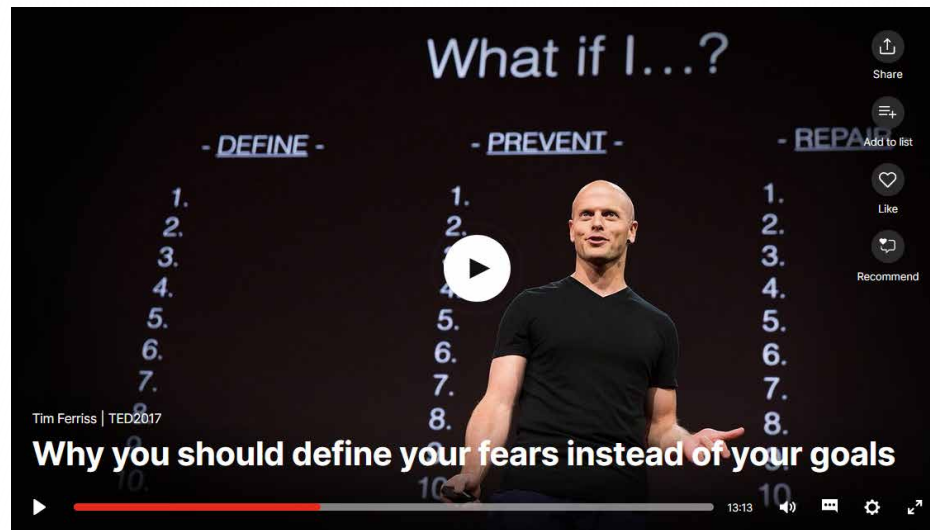
The right things for working on your business are different than the right things in your business.

Recommended Exercise:

FEAR SETTING With TIM FERRIS

From Tim Ferriss' TED Video:

https://www.ted.com/talks/tim_ferriss_why_you_should_define_your_fears_instead_of_your_goals?language=en



THE VALLEY OF DECISION

What could your life look like?

The diagram consists of four empty rounded rectangles arranged in a 2x2 grid. Each rectangle is associated with a legend on its side, indicating the quadrant's focus and measurement criteria.

- Top-Left Quadrant (Yellow border):** Legend on the left. 'URGENT' and 'IMPORTANT' are both marked with an upward-pointing arrow. The '% (Actual)' bar is shorter than the '% (Desired)' bar.
- Top-Right Quadrant (Purple border):** Legend on the right. 'URGENT' is marked with a downward-pointing arrow, and 'IMPORTANT' is marked with an upward-pointing arrow. The '% (Actual)' bar is shorter than the '% (Desired)' bar.
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- Bottom-Right Quadrant (Green border):** Legend on the right. Both 'URGENT' and 'IMPORTANT' are marked with downward-pointing arrows. The '% (Actual)' bar is shorter than the '% (Desired)' bar.

What percentage of time do you want to spend in each quadrant?
Where do you get stuck? Circle those areas.