

# Corvus People's Guide to Prioritisation & Time Allocation

Effective time management is a cornerstone of success in executive search, recruitment, and human capital management. By categorising tasks based on urgency and importance, this resource helps professionals allocate their time thoughtfully, maintain focus, and achieve meaningful results.

## The Corvus Framework: Task Categories and Strategies

### 1. Urgent & Important (Critical Tasks)

Tasks that require immediate attention and have a significant impact on outcomes (e.g., meeting client deadlines, resolving unforeseen issues).

#### Action Plan:

Address these tasks immediately with thorough attention.

Reflect afterward to identify patterns or processes that could reduce recurrence.

#### Risks:

Persistent focus on these tasks may lead to stress and diminished long-term efficiency.

A sense of constant urgency can overshadow strategic planning.

### 2. Urgent & Not Important (Routine Interruptions)

Tasks that demand immediate action but don't directly align with long-term objectives (e.g., routine emails, ad hoc requests).

#### Action Plan:

Minimise the time spent on these tasks by delegating or streamlining processes.

Focus on completing them efficiently without overinvesting resources.

#### Risks:

Misallocating attention to these tasks may divert time from high-impact activities.

Overestimating their importance can disrupt focus on strategic work.

### **3. Not Urgent & Important (Strategic Priorities)**

Tasks that contribute to long-term goals, personal development, or relationship building (e.g., developing client strategies, building team capabilities).

Action Plan:

Schedule regular, uninterrupted time to focus on these tasks.

Treat them as non-negotiable to ensure progress without procrastination.

Risks:

Allowing these tasks to be overshadowed by urgent activities can delay meaningful progress.

Neglect may result in future crises if foundational work is not completed on time.

### **4. Not Urgent & Not Important (Low-Value Activities)**

Tasks that do not significantly contribute to objectives or can be deferred without consequence (e.g., distractions or redundant activities).

Action Plan:

Evaluate whether these tasks can be eliminated, delegated, or postponed.

Apply filters such as “Will this matter in a year?” to assess their value.

Risks:

Spending excessive time on these tasks reduces focus on more impactful work.

A lack of prioritisation can lead to neglecting essential responsibilities.

## **Benefits of Using the Corvus Framework**

This framework provides a structured approach to task management, enabling professionals to:

- Prioritise tasks based on their value and relevance.
- Reduce time spent on low-impact activities.
- Balance immediate responsibilities with long-term goals.

By focusing on what matters most, professionals can maintain clarity, reduce stress, and improve overall efficiency.

## **How to Implement the Framework**

### **Urgent & Important:**

Why: These tasks demand attention due to their critical impact on outcomes.

How: Address them immediately and thoroughly, then reflect to identify opportunities for prevention.

Risk: Over-reliance on reactive management can create long-term inefficiencies.

### **Urgent & Not Important:**

Why: Often routine or operational, these tasks require attention but lack significant strategic impact.

How: Streamline, delegate, or complete quickly to free time for higher priorities.

Risk: Misjudging these tasks can lead to unnecessary time investment.

**Not Urgent & Important:**

Why: These tasks are central to achieving professional goals and building sustainable success.

How: Schedule consistent time to work on these areas proactively.

Risk: Procrastination can hinder progress, turning manageable tasks into emergencies.

**Not Urgent & Not Important:**

Why: These tasks rarely contribute to significant outcomes and may act as distractions.

How: Eliminate, defer, or delegate them. Use reflective questions to assess their relevance.

Risk: Focusing on these tasks detracts from achieving meaningful objectives.

**When to Use the Framework**

- Task Planning: Organise priorities at the start of each day or week.
- Problem Solving: Use the framework to identify priorities in unexpected situations quickly.
- Goal Alignment: Periodically review tasks to ensure alignment with long-term objectives.
- Team Collaboration: Share this method to enhance clarity and efficiency across teams.

At Corvus People, we understand that effective prioritisation is key to thriving in executive search, recruitment, and human capital management. Use this framework to stay focused on what truly matters and achieve sustainable success.