

HUMANITARIAN INNOVATION GUIDE

URGENT VS IMPORTANT

Exploring the differences between what is urgent and what is important to the affected community and your organisation can be an eye-opening experience. The Urgent vs Important exercise helps to work this out.

First, map out where you feel the problem sits with regard to the two dimensions presented, from the perspective of crisis-affected populations. How urgent is the problem, for these communities? How important is it to them?

Next, map out another point, but from the perspective of your organisation. How urgent is the problem, for you/your organisation? How important is it to you/your organisation?

You might find that there is significant distance between these two points – some organisations do not prioritise urgency in responding to problems, even if they think they are important. If this is the case, you will want to think about how you can bring these two points closer together by making a case to your team, manager or other leadership.

Use the template on page 2 to plot your points.



