20. The 25th Hour: Priority Management for Chief Officers

Instructor: Zach Matthews

Move beyond managing a calendar and focus on the priorities, decisions, resources, and leadership attention that shape organizational performance. The 25th Hour helps Fire and EMS executives shift from constant activity to strategic impact, aligning their efforts with department mission, community outcomes, and personnel well-being.

Chief officers face competing organizational demands, stakeholder expectations, budget constraints, and operational pressures. This course develops priority management as a strategic leadership tool, helping leaders clarify what matters most, allocate resources intentionally, and sustain focus across a complex organization.

Participants explore the Eisenhower Matrix to distinguish urgency from importance and the Pareto Principle to identify the actions and initiatives with the greatest organizational impact. The emphasis is not on fitting more activity into the day, but on creating the clarity, capacity, and accountability needed to advance mission-critical priorities.

About the Instructor:

Zach Mathews is an experienced speaker, international trainer and executive coach who inspires audiences with his fast paced and entertaining programs focused on leadership, communication, and personal growth. With over twenty-eight years in public safety, Zach brings a wealth of experience to the table. His journey has taken him from conservation officer and wildland firefighter to leadership roles such as Investigation Section commander, Training Section commander, Logistics Manager, and Office of Professional Standards commander. In 2019, the Indiana Department Homeland Security recognized Zach's leadership abilities, tapping him to teach essential skills like body language and executive leadership courses across the state.

Zach now serves as the Planning Section Chief for the Indiana Fire & Public Safety Academy where he and his staff are responsible for firefighter certifications and instructor standards. Zach also coordinates statewide executive leadership training programs to include the biannual Indiana Fire Chief's Academy, and a company officer executive leadership course taught throughout the state. Zach is a John Maxwell certified executive coach and DISC behavioral analysist who works one-on-one with fire chiefs to achieve both professional and personal goals. Zach has trained thousands throughout his career and is motivated to provide training that will positively impact the fire service. But what truly sets Zach apart is his passion for effective communication.