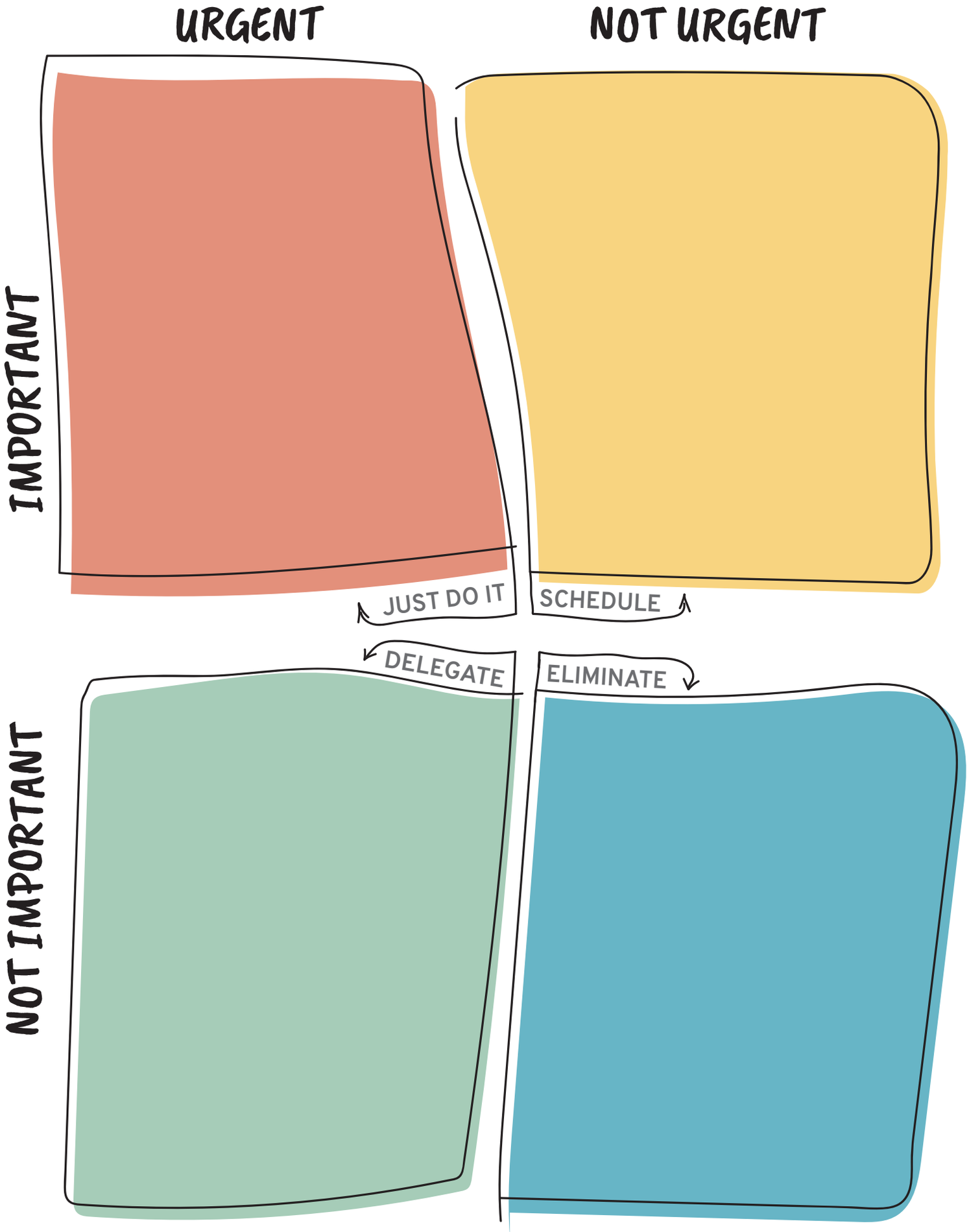EISENHOWER (PRIORITY) MATRIX