$$\det\begin{bmatrix} 0.7-\lambda & 0.3 \\ 0.3 & 0.7-\lambda \end{bmatrix} = 0$$

$$\lambda^2 - 1.4\lambda + 0.4 = 0$$

$$\Rightarrow \begin{cases} \lambda = 1 \\ \lambda = 0.4 \end{cases}$$