

Name: _____

Phone: _____

Idea Lab: The Metrics Magic Show

Diya Obeid
JobDiva Inc.
diya@jobdiva.com
jobdiva.com

Thursday, Oct. 27
1:15-1:45 p.m.





Idea Lab

The Metrics Magic Show

Diya Obeid
 Founder and Chief Executive Officer
 JobDiva Inc.


Thursday, Oct. 27, 1:15–1:45 p.m.

The Metrics Magic Show

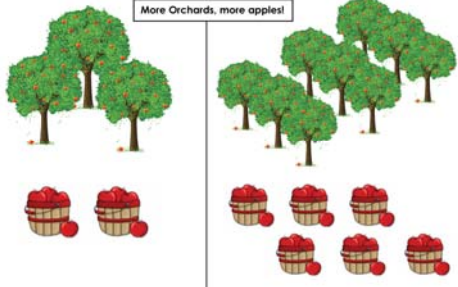
Using Submittal Metrics to Catapult Your Growth


Presented by: Diya Obeid, *Founder & CEO, JobDiva*



Using Submittal Metrics to Catapult Your Growth

More Orchards, more apples!





The Metrics Magic Show

Consistency of Ratios: A Live Illustration



Don't let them FOOL you

Your Organization's
view of your submittals



VS

Your Client's view of
the same submittals



Is your client's judgment making a monster out of you?



Traditional Metrics



Submittal



Submittal / Reqs



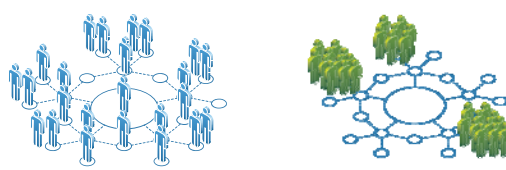
Hire / Submittal




An Oxymoron



A Metric That Works - Spread The Word



When 24 is larger and better than 29



Q&A



THANK YOU

Diya Obeid
Founder & CEO, JobDiva



Thank You for Attending



Diya Obeid
Chief Executive Officer
JobDiva Inc.