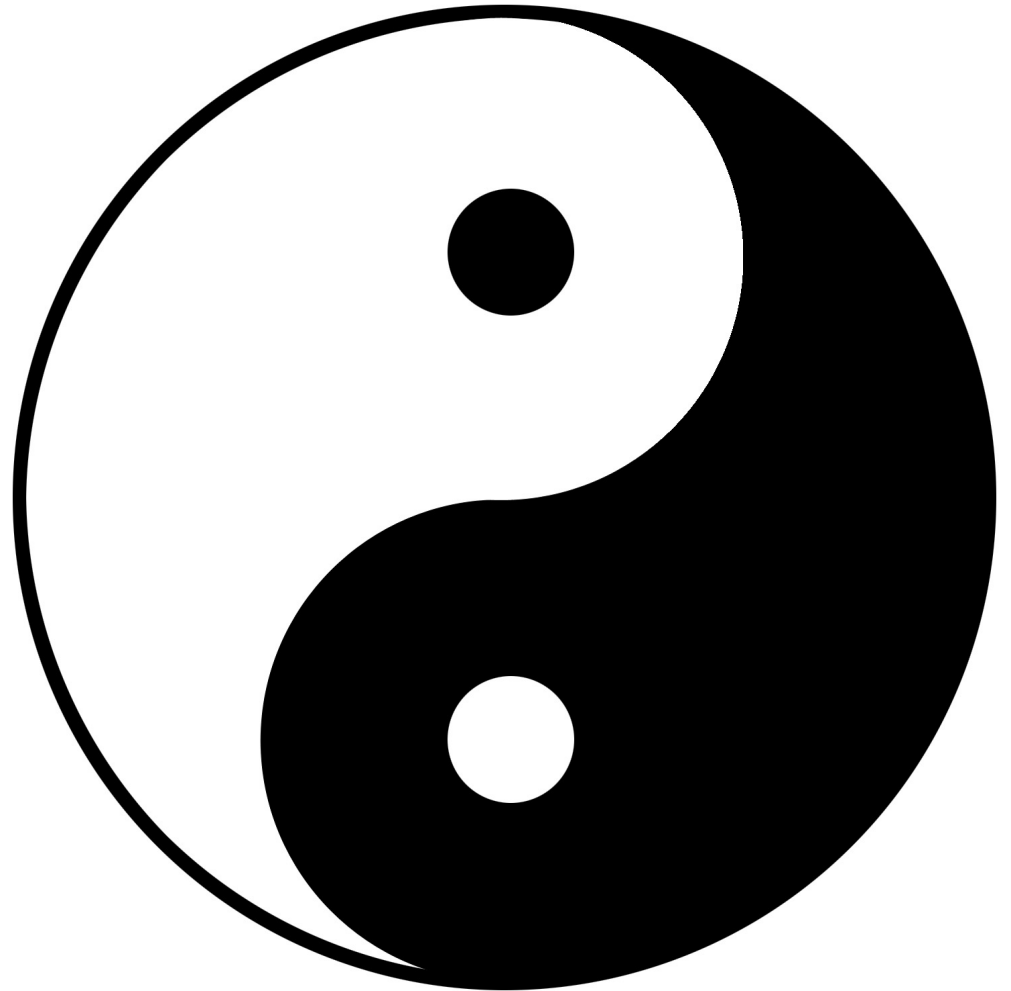


# The Benefits and Dangers of **Metrics**

July 7, 2015

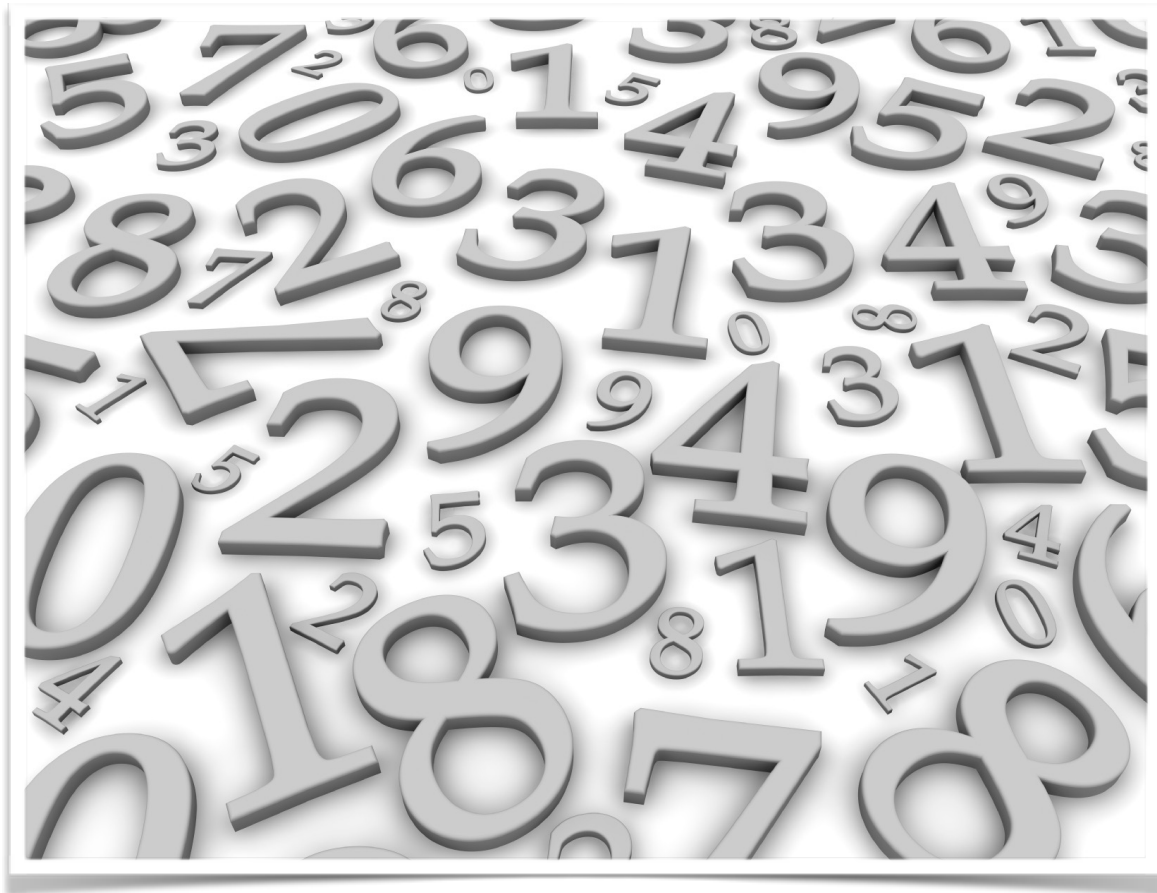
The Yin and  
Yang of  
**Business**

Design &  
Quantitative  
Thinking



# Today's Agenda

Business Models & Metrics



# Tomorrow's Agenda

Design Thinking



We cannot **change** what  
we cannot **measure**

So measure  
**everything?**

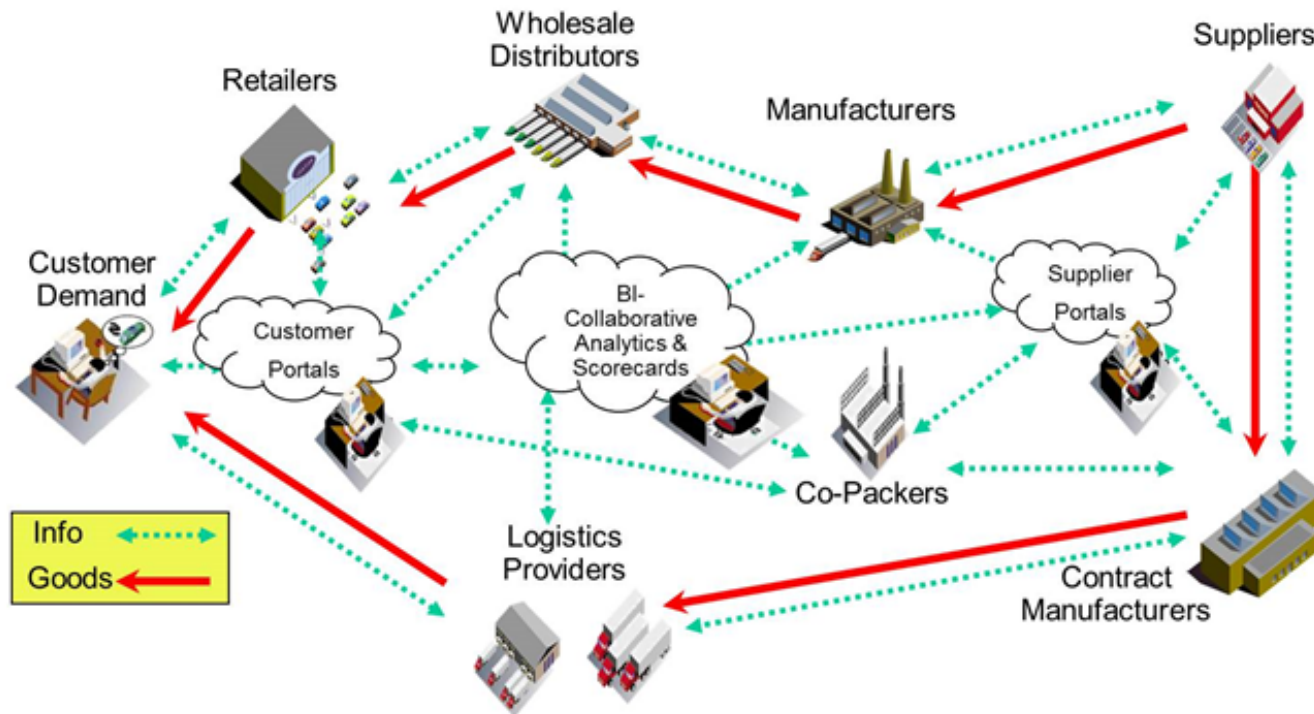


The biggest challenge  
for a business is  
**going from data to action**



**Software** can solve  
**some** problems

# Supply Chains



Designing a business  
**can't** use software

The **assumptions** we  
make are everything

**Numbers** are powerful  
but dangerous