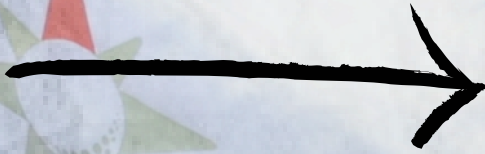


Inside the LAB

**NOT EVERY
KPI FITS
ON A
DASHBOARD.**

3M
Open



1



FAB FOUR LABS
MARKETING



Inside the LAB

SOME ARE MEASURED IN...

- **Conversations.**
- **Introductions.**
- **Trust.**



FAB FOUR LABS
MARKETING

Inside the LAB

The 3M Open reminded me that the best business opportunities often begin long before a proposal is ever written.



FAB FOUR LABS
MARKETING

Inside the LAB

**PEOPLE DON'T DO
BUSINESS WITH
DASHBOARDS.**

**They do business
with people they
trust.**



FAB FOUR LABS
MARKETING

Inside the LAB



FAB FOUR LABS
MARKETING