

## ***Roundtable: Best Practices in Business Insights: Top Five Commonly Underutilized Metrics***

### **Speaker**

Lyle Vold, CEO of uSked

### **Roundtable Description**

When caught up in the day-to-day operations it's easy to fall short when capturing and analyzing business metrics. How do you sort through vanity metrics to get to the real, actionable metrics? In this roundtable we dive into the five most important, and commonly underutilized, business insights that drive profitability in your language service business, in both the short term and long term.



### **Speaker Bio**

In 2007, Lyle began a sign language interpreting agency in the Washington D.C.-metro area with two co-founders. Later, Lyle co-founded and currently serves as the CEO of [uSked](#) - a scheduling software company that streamlines the onboarding, credential maintenance, and coordination of service providers. During his tenure with the agency, Lyle identified the need for a software platform to make the coordination and provision of services more efficient for all involved: the scheduler, the interpreter and the client.

Having seen its benefits first-hand, Lyle holds fast to the belief that consistent quality service delivery requires systems designed to accommodate the nuances that come with the provision of human services. With over 20 years as a service provider and experience in nearly every role of a language service business, Lyle brings practical insights to owners and operators.