Distance Innovation

NEXT Canada's AI Strategy & Application Course

riff

CASE STUDY

The Riff Platform empowers individuals to be better collaborators, across work and learning contexts.

Challenges

To address this problem, NEXT Canada (a non-profit dedicated to helping entrepreneurs) asked the Riff team to assist in creating an online course that combines foundational topics in AI, business applications of AI, and entrepreneurship to offer a "distance innovation" experience for professionals in any industry looking to adopt AI.

That experience would need to connect cohorts of learners in an enriched online environment, in order to tackle the substantial cultural transformation required to adopt AI. The NEXT Canada team recognized the importance of bringing people together in a new way to solve these new problems and drive change.

The Solution(s)

Riff designed a custom solution for The NextED AI Strategy and Application course that engages participants in experiential activities and requires them to work together to develop their ideas and forge new AI-based initiatives. Except for the very largest companies that sit atop massive "lakes" of data, most organizations need to take an ecosystem approach when developing AIs. Building alliances and partnerships are fundamental to the process.

The course provides a methodology for that approach and uses the Riff Platform to measure how well teams are working together on their AI projects. Learners get direct feedback about how they communicate and their impact during team collaboration sessions, with real-time and cumulative insights provided throughout the course.

> " This course is hands-on. People work together on applied AI projects to create something completely new. You don't just read or watch, you have to do something. "

–**Sandy Pentland**, *Professor, MIT Media*

The Results

People in AI Strategy and Application who used the Riff Platform to collaborate in their teams and others in the course were most successful in developing a viable AI-based business plan.

15% of participants reported that they plan to start new initiatives in thier current companies or develop startups.*

70% of learners said they would recommend the course to their colleagues.

These results show that the Riff Platform has the potential to transform how professionals learn and apply new ideas in the workplace.

*Based on exit survey results, self-reported.

Riff is a startup out of the MIT Media Lab. Our vision is to help high growth organizations adapt quickly to changing conditions through the development of new skills and sensibilities needed for the future workplace.

For more information visit riffanalytics.ai