riff analytics

in partnership with **NEXT CANADA**

Distance Innovation:
NEXT Canada's AI Strategy & Application Course

The Riff Platform seeks to empower the individual to learn more about themselves as collaborators, across work and learning contexts.

THE CHALLENGE

AI adoption in Canada is stagnant. Companies understand the importance of AI for enabling their next phases of growth and development, but people don't know where to start.

To address this problem, **NEXT Canada** asked the **Riff** team to help create 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 to solve these problems and drive change.

THE SOLUTION

The **NextED AI Strategy and Application** course engages participants in experiential activities that require 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 Riff Platform

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.
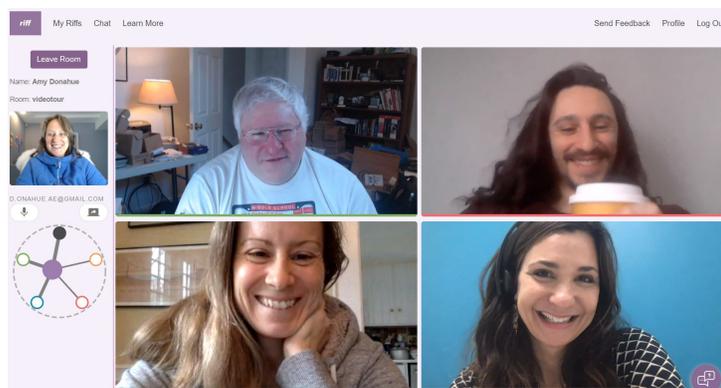
THE RESULT

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 their current companies or develop startups.** Overwhelmingly, 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.

> **"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 Lab*

[Riff Analytics](#) 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.

"AI-enabled team communications"

For more information visit:

NEXTED
nexted.ca