

## Building Strong Networks: A Key to Success in Professional Services

### THE CHALLENGE

**Bring the whole firm to your clients.** The key to success in professional services is building a **strong internal network of experts** across the organization. No individual can understand the breadth and depth of knowledge spanning audit, tax and advisory practices, especially with ever changing regulations and disruptive technologies driving the need to continuously adapt.

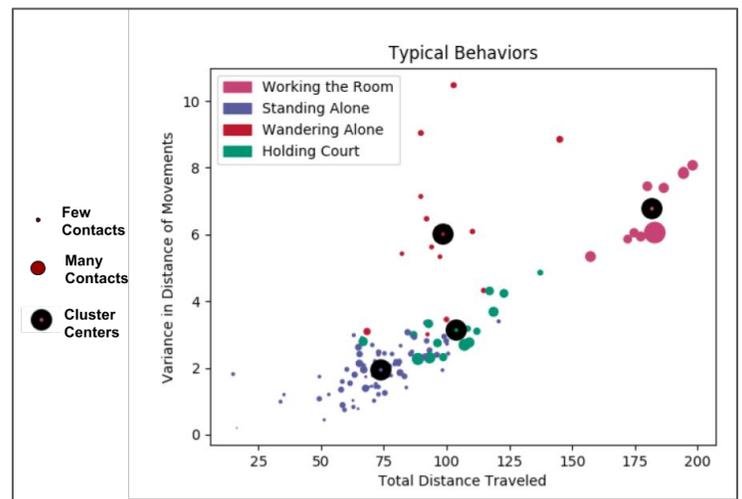
To address this need, **Riff Analytics** is working with a top professional services firm to show how their managers interact when working cross-functionally. These insights **help people build awareness of interpersonal dynamics** and provide opportunities for learning more successful networking strategies.

*How do accounting professionals best serve the diverse needs of their clients? By building strong internal networks of experts and specialists.*

### HOW DOES IT WORK?

The Riff Platform uses AI to categorize patterns of speaking and movement within small group activities and at larger team gatherings. From these data, Riff discerns **key conversational and networking attributes** such as dominance, influence, and engagement.

As people become aware of their behaviors and the effect they have on others, they tend to change their actions and reactions, **developing healthier, more productive professional relationships.**



*Patterns of movement during a team gathering*

### THE BENEFITS

With the reduction in face time and the movement toward remote work, it's important to find new ways to keep people connected and working toward the same goals. **Using the Riff Platform provides added value** to an everyday activity — having a video conference — using passive measurement to raise awareness and give personalized feedback.

**“Our Academy participants appreciate the opportunity to do something cutting edge. Not everyone has a chance to learn in this way, and they know that using these tools gives them an advantage.”**

*— Amy H, Director of Leadership Development*

*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.*