



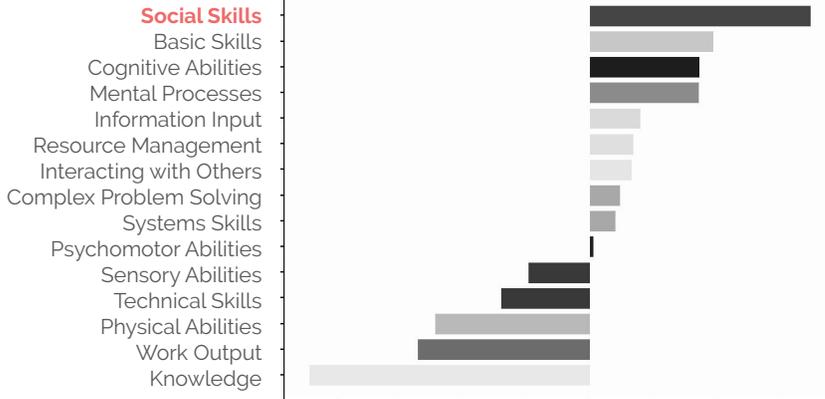
analytics

AI-enabled team communications

# The Riff Platform

## Learning the Intangibles: Training & Coaching Professionals in Soft Skills

Skill Categories That Increase Mobility



Unpacking the polarization of workplace skills (<https://advances.sciencemag.org/content/4/7/eaao6030>)

### THE SOFT SKILLS CHALLENGE

Soft skills are necessary for success in every industry and at all levels. Leadership development and business coaching has long been the reserve of executives, provided through exclusive programs and personal coaches. Given the criticality of these skills, development should be available to all professionals and integrated into daily work routines.

MIT research shows that social bonds between and among teams improve performance more than actual skill level or individuals' personalities. (<https://www.nature.com/articles/srep05277>)

### THE RIFF PLATFORM SOLUTION

The **Riff Platform** provides integrated video and text chat apps that engage participants by giving them **immediate** and **longitudinal** insights about their interpersonal behaviors as an individual and in their teams. The Meeting Mediator gives real-time feedback during meetings; the Riff Dashboard aggregates data over time and makes recommendations about how to be more successful working with others.



Riff Video Chat & Meeting Mediator



Riff Metrics — Speaking Time, Influence, Interruptions & Affirmation

### RIFF IMPROVES OUTCOMES

People using Riff in professional development courses to collaborate on projects were more successful than people who did not use Riff. **People were more likely to finish courses, earn high grades, and enjoy their learning experiences when using Riff.** Riff has also been shown to predict individual socio-emotional characteristics, such as dominance, bias, and respect, as well as measuring collective intelligence of teams.

*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.

For more information visit:  
[Riff Analytics](https://riffanalytics.com)