

## WORKFORCE DEVELOPMENT

# Student Career Coaching – Automated at Scale

When it comes to workforce readiness, employers want applicants who have the attitudes, skills and knowledge needed to create value in the workforce.

Knowledge as a Service is teaming up with workforce stakeholders at schools and nonprofits to repurpose its Ringorang solution – that has delivered groundbreaking results for Big Tech, government and utility customers – to apply it to workforce readiness.

An app-based approach to delivering coaching at scale, Ringorang serves as a "coach in your pocket" for students who need to form habits around effective attitudes, employability skills and workforce knowledge. All in just minutes a day.

**"This is a great idea and fosters the community spirit we're trying to create."**

– Jennifer Tuttleton  
Deputy Assistant Superintendent, Louisiana DOE

**"I am making sure to bring all documents I might need to an interview, ask questions to my potential employer and sending follow-up letters. I am also on the lookout for a mentor."**

– Eugene  
Future Ready Program Participant



## CHALLENGE

How are students expected to obtain workforce readiness before leaving high school or postsecondary institutions? Right now, they're learning in a "sit-and-forget" setting without the daily reinforcement needed to transform learned knowledge and skills into actual attitudes and long-term habits.

## SOLUTION

What students really need is a *coach* that helps them form habitual behaviors – just like an athlete, musician or CEO.

With Ringorang, schools can prepare students for careers without adding to the curriculum.

- No new courses to add
- No new employees to hire
- No time taken from daily schedules

## RESULTS

After running programs with hundreds of students in high schools across three U.S. states, we saw the following results.

- Students visited the app 10-20 times per month.
- They asked for more information on a weekly basis.
- A lift from an average of 21% to 75% in learning retention