

According to the [Job Outlook 2018 survey](#) from the National Association of Colleges and Employers, organizations seek candidates with communication, collaboration, and problem-solving skills more than all other attributes. Soft skills matter, but there is a significant gap between what [skills recent graduates think they have](#) and what [organizations believe they're proficient in](#). Tracing this gap reveals a significant challenge employers and higher ed institutions face in preparing the current and future workforce for success.

The logo for Bongo by YOUSEEU is located in the top right corner. It features the word "bongo" in a large, white, lowercase, rounded font. Below it, the text "by YOUSEEU" is written in a smaller, white, uppercase, sans-serif font. The entire logo is set against a blue circular background that is part of a larger blue shape on the right side of the page.

**CHALLENGE:** Assessing and developing learners' soft skills at scale is difficult.

### WHY?

- Traditional, paper-based assessments can't accurately measure most soft skills
- Instructors don't have time to give personalized feedback to every individual in a face-to-face setting
- Sitting down with every learner to develop their soft skills requires a lot of resources
- One assessor might think an individual has more soft skills than another evaluator

**SOLUTION:** Bongo, YouSeeU's flagship product, uses proprietary video and feedback technology to make soft skill development possible at scale.

### HOW?

- Bongo's video workflows require learners to articulate their knowledge, collaborate with peers, and solve complex problems
- Learners can create videos on any device, anywhere, and instructors can assess all of these submissions on their own time
- Bongo enables instructors to deliver personalized, time-stamped feedback to every individual via text or video
- Learners record and store videos within the platform, allowing multiple instructors to evaluate a submission and deliver feedback

**LEARNING IMPACT OUTCOMES:** Bongo enables instructors to assess and develop learners' soft skills, which are critical to career success.

### HOW?

- Bongo's video workflows support experiential exercises that prepare learners for real-world situations
- Every video activity is soft-skill focused, so learners are always developing a critical competency such as communication, collaboration, or critical thinking
- After learners complete an activity, instructors and peers have the opportunity to provide personalized, time-stamped comments to maximize learning potential

**RETURN ON INVESTMENT:** Along with saving instructors time and money, Bongo also gives assessors direct video evidence of the technology's effectiveness.

### HOW?

- Bongo stores all user-generated videos within the platform, which creates a portfolio of student improvement over time and serves as evidence of the technology's effectiveness
- Instead of using face-to-face methods to develop learners' soft skills, instructors save time, money, and other resources by leveraging Bongo's proprietary video and feedback technology to accomplish this at scale