



# be.boosted Inspires Young Minds in Germany Through Zoom's Simplicity



Tobias Henz  
Co-Founder of be.boosted

## Summary

- be.boosted teaches leadership skills to young people
- Use Zoom for recruiting and interviewing students
- Favorite features: cost, ease-of-use, cross-platform capabilities

be.boosted teaches aspiring young talents the skills they need to become the leaders of tomorrow. Going beyond what academic education has to offer, students are trained on-the-job in realistic simulations of leadership tasks to prepare them for their careers in committing to passion and responsibility for positive change. To help the young education initiative grow and reach more aspiring young leaders regardless of the size of their wallets

We often like to think that the university is the most important place where people go to move forward in their lives. The courses taught in any institute of higher education are meant to equip students with the knowledge that they must have to practice in their future fields proficiently. There's no doubt that the core material taught at universities around the world is highly imperative to the success of each individual. However, there are other things that people need in order to succeed in their fields. They must also acquire the capability to exercise and develop certain social skills that will ultimately determine their fates in a world that places an inordinate amount of value in how people compose themselves and interact with others.

be.boosted, a German initiative that recruits university students, is achieving this exact goal. They pick the top applicants among a wide number of fields and train them to become global leaders. We had the chance to speak to Tobias Henz, one of the founders and project directors of be.boosted, about this initiative and how it uses Zoom to reach its goals.

"At be.boosted, we offer students the possibility of a supplementary education on skills that they'll need in order to fulfill roles as leaders across various industries," he said. "We equip them with abilities such as public speaking, networking, and negotiating. In the end, our goal is to have our learners take part in the Harvard World Model United Nations conference and gain first-hand experience on this competitive international platform."

be.boosted recruits students from all around Germany. For these students to meet, they have two choices: Either they travel to one location and meet there, or they meet through some sort of online platform. Recruitment must also be carried out in the same fashion.

## Starting Out

Henz and two colleagues founded be.boosted in fall 2013. They chose to recruit students through a conventional video meeting platform.

"When we began recruiting, we spoke with about forty students for interviews using another video conferencing solution," said Henz. "During those two days, the solution we were using was just not stable enough for what we were expecting in terms of performance. Disconnections were frequent, and given that we were operating on 15-minute time slots for each interview, these issues were unacceptable and highly disruptive. At the time, the solution was unable to handle video conversations with more than two people, further constricting us in how we use it."

This has been the case for many organizations beginning to look into video conferencing. The frustrations experienced might even make them quit using the online video method altogether, making it much harder for them to advance when they have to contend with travel budgets. The be.boosted team pushed forward and tried to find another solution. The next one on their list was Zoom.

### Discovering Zoom

"When we were trying to look for another solution to train our delegation and try to motivate them with some team spirit, we wanted to take advantage of a solution that would eliminate the barriers and issues we had encountered previously," said Henz. "Essentially, we were looking for something stable and cost-efficient that didn't have the connectivity problems that a peer-to-peer video solution presents."

be.boosted's team compiled a short list of video communications solutions that would become potential candidates for their initiative's operations. Among the options in that list was Zoom, our cloud video meeting platform.

"Out of the contenders in our list, **Zoom was the only one that felt like it was feature-rich and easy to use,**" he said. "It was also **the most cost-effective solution that presented the stability and features that we were looking for. We needed something that was easy to use, didn't present any barriers, and required very little explanation in the use of its features.**" This is exactly what we found when we started using the product. In addition to this, it was platform-independent, which fit perfectly with the students we recruited, some of them finding themselves away from a desktop computer where they are at the time that their online trainings would take place."

What be.boosted really needed wasn't a solution that touted all of its gadgets and put them in the way of the user; it needed something that was able to inspire and maintain collaboration in an environment that was non-invasive and stable. **The fact that it could work on any device proved to be a boon for both be.boosted and the learners in the program.** As Henz told us, students at universities often had very busy lives full of movement. It

only made sense that they choose a solution that afforded them the mobility they needed to collaborate wherever they may be.

"To us, **Zoom is about simplicity and getting things done** without having to worry about the technology," he said. "With this software, we can have multiple layers of conversation through video streaming, chat, and screen sharing, which allows us to collaborate in ways that help us get our messages across quickly and efficiently."

### Moving Forward

Using Zoom, be.boosted was able to make a presence with their learners through a high-definition video and audio platform that provided an easy-to-use interface that could be accessed at any point in time from any device. This is precisely what a young, agile organization like be.boosted needed in order to inspire students to become tomorrow's leaders, equipping them with the tools they need to negotiate, persuade, and network their way to success.

For be.boosted, online collaboration presents a concrete way to develop itself to becoming an organization that will grow in its scope and collaborate with fewer barriers in its way. The learners at be.boosted are able to enjoy the openness and simplicity of a crisp platform with a stable connection.

"We had to build a team spirit online and be able to work together and learn together without having to meet in the same place. Many of our recruits do not live and study in the same area of Germany, so having a competent solution like Zoom has had a significantly positive effect in the way that we work together. We've never had this with any other solution. Zoom has become like our office, a meeting place."



#### About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

**Website**  
zoom.us

#### Innovations

First 3-in-1 Cloud HD Meeting Platform  
First Mobile Screen Sharing  
First Hybrid Cloud Service