



Blue Mint: Equipping Tata's Early Career Leaders

London
Business
School



The Challenge

When the average age of India’s working population is 28, how can a corporate group with over a million employees acknowledge and give a greater voice to its early career talent? How should it develop them and provide the tools and capabilities to a diverse audience representing over 30 group companies in very different industries? “Blue Mint” is the answer.

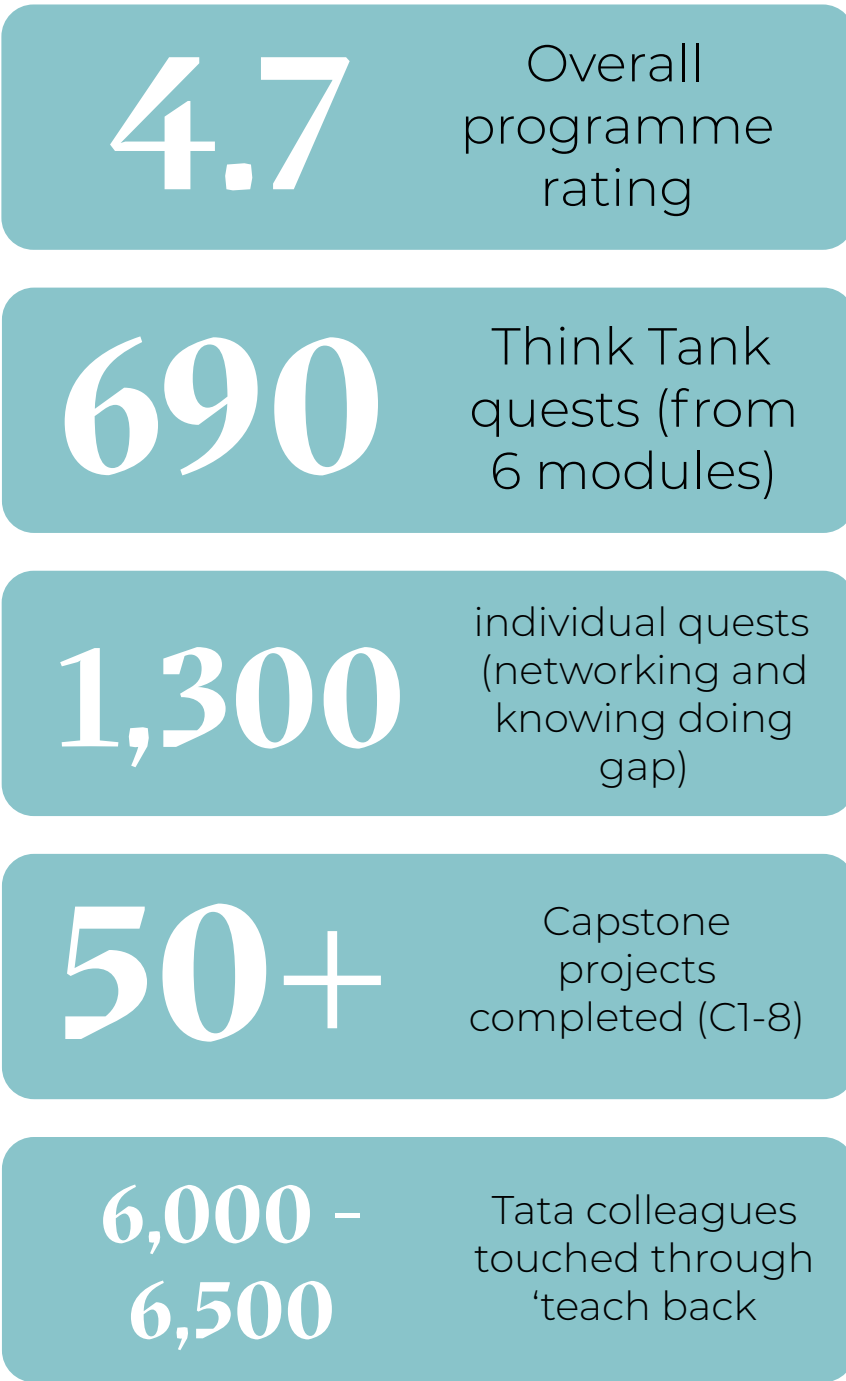
The Commitment and L&D Initiative

The Tata team together with London Business School (LBS) created a dynamic six-month flagship Blue Mint programme. The (predominantly virtual) programme follows three segments: capabilities, access & reach, application & collaboration. In capabilities there are seven two-week modules that use explorer imagery and language with Backpack Base camps, Masterclasses, Sensemaking, Think Tanks, Quests, Campfires and Chronicles. Each module, whether leadership or business-focused, builds behavioural competencies or functional capabilities – a toolkit for early career talents to amplify and accelerate their careers.

To date, over 650 Tata ‘Blue Minters’ have been on this exploratory journey to push their boundaries and understand the different perspectives across Tata companies through peer learning and interaction.

Cohorts comprise diverse businesses from manufacturing,

retail, hospitality and telecommunications to IT services, automotive and airlines. Participants represent more than 23 functions - from data science, engineering, hospitality, product management, IT, finance, supply chain, analytics, manufacturing, HR, retail, research and many more.



The Impact

Detailed impact measures captured pre- and post-programme show positive individual development in competence/capability across Tata’s “Future Ready” and “Future Engaged” global behaviours for this talent level. Linking desired outcomes to reality, individual development and role elevation for many participants, Tata’s businesses have also benefitted from high impact capstone projects that have been implemented within Tata companies and lauded by senior management. The ‘teach back’ has cascaded to more than 6,000 Tata employees with Blue Minters keen to share what they have learned.

Finally, Blue Minters have formed a strong network with their cohort and as ambassadors of the programme to prospective candidates. A lively, dynamic alumni community of enduring relationships has developed.