

Nomination: 5822

TCS Talent Development- Building a 'Learning by Doing' Culture with PlaySTAK.

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

Tata Consultancy Services LTD

**Additional Contacts**

I would also like to have others receive emails about the disposition of our entries.

**Page: Entry Information**

**Entry Title**

TCS Talent Development- Building a 'Learning by Doing' Culture with PlaySTAK.

**Category**

B01 - B59 Achievement > B21 - Achievement in Learning Technology Implementation

**Achievement Submission Format**

Written Answers

**a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required**

Tata Consultancy Services(TCS) is an IT services, consulting, and business solutions organization partnering with many of the world's largest businesses in their transformation journeys for over 50 years.

Today, enterprises seek newer technology-led solutions to help realize their business goals. And clients are increasingly partnering with TCS to drive innovation at scale.

Accelerated digital adoption demanding newer skillsets and mandating a future-ready workforce skilled in the latest technologies at an incredible pace.

For TCS, developing the capabilities of a 592,000-strong workforce of 153 nationalities across 18 timezones and 2,500+ future-relevant skills brings new meaning to 'diversity' and 'scale'. And the emphasis on home-grown talent is imperative.

Along these lines, TCS's Re-imagined Talent Development has been running a slew of technology Learning Initiatives focusing on:

A) building 'Digital-DevOps Ninjas' [REDACTED FOR PUBLICATION] and

B) shifting to a 'Learning-by-Doing Culture' to enable the company to drive holistic growth and create immense value for its stakeholders.

These strategies have given opportunities for TCS' High-Talent to get the first right to performing new jobs, enabling an Industry-best retention rate of ~82%.

**b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required**

To build a 'Learning-by-Doing Culture', we had to keep learners addicted. We reimagined our learning ecosystem to become mobile-first and machine-first, powered by Automation and AI, making it 'Anyone to learn Anytime, Anywhere using Any content/lab delivered on Any device'.

Building such an ecosystem for technical learning has never been easy. The technology landscape is so large that creating custom environments with high-end configurations and maintaining a vast, unique challenge bank proved tricky.

[REDACTED] -a gamified machine-first ladder to rapidly build full-stack technology specialists through various learning interventions. We started this by embedding hands-on in our courses, thus making labs accessible 'on-the-go' and removing the friction of "waiting for lab". Further, we partnered with lab vendors to create:

[REDACTED] Bare-Metal Cloud-based labs for practicing skills

[REDACTED] to experiment real-time challenges.

**REDACTED FOR PUBLICATION**

[REDACTED] Global hack for seasoned hackers wanting to experiment and flaunt their skills.

[REDACTED] For first-time hackers to take the plunge-through mini-coding events.

[REDACTED] Empowering business teams to identify Ninja talent. It unravels many opportunities to work on exciting transformational projects.

Below is the impact we have seen in the Last two years,

**REDACTED FOR PUBLICATION**

4.5M Playstak users have been onboarded - That's about the population of Uruguay!

80+ global hacks have been run with 110K participants and >85K submissions with ~60% unique participation in each Hack  
407K unique associates trained to acquire 1.88 Mn digital skills, clocking 0.25M hours

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required**

No known platform, product, vendor, or competitor provides customized lab environments that couple business problems with technology [REDACTED]

Through [REDACTED], we have democratized career growth and incentives, creating a culture of "Learning-by-doing" while promoting associates' problem-solving capability and aiding the identification of talent for projects.

**REDACTED FOR PUBLICATION**

eliminates multiple hops and thereby drop-outs. Numerous gamified learning nudges, rewards, and recognitions keep learners addicted to this ecosystem. Smart leaderboards create an "inherent discontent," improving adoption. Automated learning evaluations help achieve the required scale.

Today, [REDACTED] Powers 1 Hands-On Test every 8 seconds at TCS.

Some of the Outcomes include:

The increased adoption of Hands-on Learning [REDACTED] shows an unprecedeted impact on our TD-Led fulfillsments [REDACTED]

>30% of successful hackers had a role change/deployment in projects

Associate Delight: >95% with self-learning completion rates 5-8 times industry average

Learned & Engaged Associates [REDACTED]

**REDACTED FOR PUBLICATION**

[REDACTED]  
Our strategy is being constantly recognized externally through several industry awards.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Outcomes:

Businesses are identifying the "right-fit" associates with our techno-business challenges. >5000 associates evaluated for specific business case studies on Athena.

The increased adoption of Hands-on Learning [REDACTED] shows an unprecedented impact on our TD-Led fulfillments [REDACTED] in technical areas [REDACTED]  
[REDACTED]  
[REDACTED]

REDACTED FOR PUBLICATION [REDACTED]  
[REDACTED]

[REDACTED] we have democratized career growth and incentives for various segments of our employees and enabled accelerated careers. The increased adoption of Hands-on Learning [REDACTED] shows an unprecedented impact on the associates and business units. [REDACTED]

**Webpage Link**

**Would you like to add an additional webpage link?**

[REDACTED]  
[REDACTED]  
REDACTED FOR PUBLICATION [REDACTED]

**Would you like to add an additional supporting document?**

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (<https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms>)

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I Agree