



“ Skillsoft’s leadership development content enables us to enrich our leaders’ behavioural skills providing tangible results for the organisation.”
Shobhana . P Ravi, Chief - IT, Innovation & Learning Officer at TAFE Ltd

BUSINESS CHALLENGE

Tractors and Farm Equipment Limited (TAFE) is an Indian tractor major, and the third-largest tractor manufacturer in the world and the second largest in India. TAFE earns the trust of its customers through its range of products acclaimed worldwide for quality and low cost of operation.

After a review of current L&D strategies, TAFE prioritised leadership development training for middle managers with a particular emphasis on strengthening soft skills to ensure managers effectively and productively manage their teams.

HOW SKILLSOFT® HELPED

Skillsoft and TAFE designed a blended learning curriculum that includes Skillsoft’s leadership development content. To launch the programme, TAFE conducted an introductory webinar and sent each participant a habit calendar to encourage involvement.

Skillsoft and TAFE conduct instructor-led sessions to introduce TAFE’s three-phase approach to leadership development — Discover, Discuss and Design. Each phase pertains to redressing business challenges and providing each learner with a holistic learning experience.

TAFE plans to enhance the training by using Skillsoft’s new Leadership Development Program and delivering it through the Percipio learning experience platform.

KEY METRICS

394 394 hours of learning completed

60% 60% of leaders indicated a significant improvement in skills

55% The strategic project success rates improved from 42% to 55%



Plan to commence the second phase of the program for the next set of managers

ABOUT TAFE

TAFE manufactures a range of tractors and markets them under its three iconic brands - Massey Ferguson, TAFE and Eicher and is one of the leading exporters of tractors from India with a turnover of more than INR 93 billion. Its over 1000 strong distribution network covers the entire length and breadth of India. Apart from India, its products have found great acceptance in over 100 countries across the world, including developed countries in Europe and the Americas. Besides tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, gears and transmission components, and has a business interest in vehicle franchises and plantations.

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