



Tata STRIVE's new coaching tool helps India's youth to systematically improve employability and meet the challenges of their future careers.

THE CONTEXT

Tata STRIVE aims to equip India's youth with the skills required for employability, entrepreneurship and community enterprise. This is achieved through solutions for two key stakeholders – employers and employable youth.

While employers understand that potential young employees possess domain knowledge, enthusiasm and optimism for the job, these traits don't always translate into practice. The issues often observed include consistency in delivering on commitments, taking up new challenges, the willingness to adapt to new roles and demands, being a positive team player, and importantly, comprehending and articulating thoughts, ideas and opinions.

THE INNOVATION

Tata STRIVE has designed a solution to address these issues and help in the holistic development of India's youth through its trainers, which includes coaching youngsters to structure their thinking and generating ideas to enabling them to take charge of their future.

Trainers or coaches at Tata STRIVE conduct one-to-one sessions every 10 days with each coachee, using a self-assessment tool called the Youth Development Score Card (YDSC).

The YDSC focuses on four dimensions – behavioural, emotional, cognitive and social. It helps the coachees identify their aspirations and problems, set goals, create a plan of action, and monitor progress. With its help, Tata STRIVE coaches offer evidence-based feedback on the coachee's behaviour that could be limiting the latter's progress.

The YDSC is available as an Android app, which reduces the usage of paper and paves the way for sustainable practices.

KEY CHALLENGES

COACHING SCHEDULE

Allocating coaches, deciding on the one-to-one coaching schedule and finalising the coach-to-youth ratio was a challenge for the team.

In the pilot phase, YDSC was introduced as a booklet at all centres in different languages. The language variety opened up constraints in terms of the quality of data entered in the booklet, adherence to the processes, the insights from the conversations and validations of our assumptions about the innovation.



WILL DISCUSS

THE IMPACT

The Youth Development Score Card has been used by at least 700 trainers at Tata STRIVE. This innovation is not only applicable to the youth but can also be deployed in skills training for any individual or role. This tool can be deployed by trainers in any skilling space to build the participants' employability score.