

# BUILDING FUTURE LEADERS

## A CASE STUDY ON



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Oct-Nov 2024



# Succession Planning through Psychometric Assessments & Leadership Development Program

A Case Study on BLUE DART AVIATION LTD., Chennai



## Blue Dart Aviation Ltd

- A leading cargo airline and an integral part of the Blue Dart Express network, specializing in time-definite logistics solutions.
- Blue Dart Aviation recognized the need for a structured approach to succession planning.
- As part of their growth strategy, the company sought to identify managerial strengths and leadership potential within their team to ensure a seamless transition of leadership roles in the future.



# CHALLENGES

1. **Leadership Gaps:** With a growing business, Blue Dart Aviation needed to identify managers who could step into critical leadership roles.
2. **Understanding Strengths and Weaknesses:** The organization required a comprehensive analysis of managerial competencies, strengths, and areas of improvement to build a future-ready leadership team.
3. **Structured Succession Planning:** A data-driven solution was necessary to ensure clarity and alignment between organizational goals and managerial readiness, that would be unbiased and fair in all aspects.



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# OUR APPROACH

Swayam Analytics collaborated with Mantra Management to design and implement a customized assessment solution to Blue Dart Aviation:

1. **Manager Growth Assessment:** A robust psychometric tool was administered to 35 managers to evaluate leadership readiness, personality traits, and growth areas.
2. **Personalized Insights:** Individual Manager Reports were generated, offering detailed insights into strengths, developmental gaps, and leadership styles.
3. **Group-Level Analysis:** A consolidated report with a comprehensive view of the managerial team's potential, identifying high-potential leaders and training needs was provided to the management.
4. **Next Steps:** The team from Mantra Management conducted a workshop to equip these managers with actionable strategies and insights to help them bridge the gap and support succession planning.



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# LEADERSHIP DEVELOPMENT WORKSHOP

To complement the assessments, a Leadership Development Workshop was held in Chennai in Dec. 2024, for Blue Dart Aviation's managerial team. The event was conducted by **Mantra Management**.

The workshop not only deepened the managers' understanding of their assessment reports but also equipped them to translate insights into personal and professional growth.

The identified employees will undergo a rigorous mentoring program spanning 18-24 months after which the most promising employees with leadership capacity be promoted to lead the company.



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# KEY RESULTS

- **Identification of Hi-Po Leaders:** Managers with the capability to step into senior leadership roles were identified.
- **Strength and Weakness Analysis:** Clear insights into strengths and areas needing improvement were provided.
- **Organizational Impact:** Equipped management with a data-driven approach to plan for future leadership transitions by providing leadership analysis and training needs analysis.
- **Mentoring:** Six mentors were assigned to guide 5-6 managers each, focusing on leadership skill development, with only the most capable being considered for future leadership roles.



# IMPACT AT A GLANCE

Metrics	Outcomes
<b>35 Managers Assessed</b>	Managers received a comprehensive assessment of their current leadership readiness levels.
<b>High-Potential Leaders</b>	High-potential managers were identified for future leadership roles based on objective insights.
<b>Leadership Gaps</b>	Managers received clear recommendations to bridge existing leadership gaps.
<b>Workshop</b>	Managers gained actionable insights and strategies to enhance leadership capabilities and were made aware that leadership transitions require merit, readiness, and self-improvement beyond seniority.



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## NEXT STEPS: FROM INSIGHTS TO ACTION

Mantra's initiative for **Bluedart Aviation** in partnership with Swayam Analytics drove a robust succession planning initiative. This collaboration aims to cultivate a strong leadership pipeline by identifying and nurturing managers with the potential to evolve into influential leaders within their departments.

Through tailored developmental interventions, the partnership will empower leaders to navigate dynamic business challenges and drive sustainable growth.

Swayam Analytics' dedicated team ably lead by **Dr. Shilpa Datar** played a crucial role in underscoring our commitment to shaping future-ready leaders who will propel the organization toward continued success.



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# CONCLUSION

By leveraging psychometric assessments from **Swayam Analytics**, **Blue Dart Aviation Ltd.** successfully identified managerial strengths and leadership potential, enabling a structured and effective succession planning process. They established a clear path for succession planning, ensuring their managerial team is ready to lead the organization into the future.

The **Management Mantra** team's workshop provided the leadership aspirants with an in-depth perspective of what was needed for them to transition to higher roles. The **Mentorship program** that has been initiated will enable the managerial team over the next 18-24 months to ensure they are ready to take on the next level of leadership responsibilities and execute them exemplarily to upkeep the name and standards of Blue Dart Aviation Ltd responsibly.



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# WHY SWAYAM ?

Swayam is the result of over 24 years of experience and 12 years of pre and post-doctoral research by our Founder-Director, Dr. Shilpa Datar.

- ✓ Expertise in psychometric assessments tailored for leadership identification.
- ✓ Actionable insights for growth and succession planning.
- ✓ Proven ability to align assessments with organizational goals.

Our reports have a minimum accuracy of 80%, providing organizations with reliable data to make critical decisions confidently, saving time, money, and effort.



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# WHY MANAGEMENT MANTRA ?

## Empowering Excellence for 33 Years

As a pioneering attitude consultant firm, Mantra has been transforming the learning landscape for multinational corporations since 1992. With a proven track record of crafting bespoke Learning & Development solutions, we ignite the potential of individuals, teams, and organizations to achieve unparalleled success.

With a client list all across the country as well as international forays in the Middle East and Far East, MANTRA is happy to endorse and invite Swayam Analytics Bengaluru to partner with us in Learning and Development Projects with our Key Account Clients. Blue Dart Aviation has been a star client in developing our **MANTRA 'LEAP' PROJECT** for enrichment of leadership for better Succession Planning and Team Development for Organisational Growth.



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# THANK YOU!



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