

Ashok Leyland Won Silver for

Infi in Tech enabled Learning & Development Transformation



Executive Summary



Ashok Leyland reimagined learning and development through a values-first, gamified approach that moves beyond passive training. “Pathfinder: Gamified Learning Module” is an immersive digital learning experience rooted in five core organizational values - Agility, Innovation, Trust, Customer Centricity, and Partnership. Designed to simulate real-world decision-making in high-stakes scenarios, the program ensures leadership development that is measurable, meaningful, and scalable. The program is powered by Disprz as the digital learning partner, with the Darwinbox ecosystem enabling seamless delivery, tracking, and integration into performance and development journeys. Together, the two platforms have created a future-ready workforce equipped to lead with values at the core of every decision.

Problem Statement

In today’s fast-evolving business landscape, functional excellence alone is no longer sufficient. Ashok Leyland recognized that while operational processes were robust, there existed a critical gap in how consistently leaders and employees translated the company’s core values into real-time decisions and behaviors. Traditional learning formats lacked the emotional engagement or contextual relevance required to build value-driven leadership. This created a need for an immersive, tech-enabled learning experience that could equip people with the mindset and judgment to make value-based decisions in complex, high-pressure situations - fostering both people impact and business outcomes.

Key Challenges

- Traditional classroom training lacked emotional engagement and real-world relevance.
- Values were known but not consistently demonstrated in day-to-day decisions.
- There was no scalable way to develop judgment-based leadership across levels.

- Fragmented learning delivery limited consistency and measurement of outcomes.



Solutions Leveraged

Ashok Leyland launched “Pathfinder: Gamified Learning Module” - a gamified, story-based simulation where participants play the role of a futuristic division head navigating 15 critical decisions over a four-year turnaround journey. Each scenario is mapped to a core value and involves trade-offs impacting Customer Perception, Financial Health, and Team Effectiveness.

The simulation content and gamified learning experience were powered by Disprz, Ashok Leyland’s digital learning partner. Meanwhile, Darwinbox plays a central role in making the experience enterprise-ready. The company uses Darwinbox as the system of record to assign the simulation as part of performance and development plans through MSF and PMS modules. Participant data flows into Darwinbox for tracking, and progress is monitored centrally to ensure accountability and visibility.



Outcomes

- Ashok Leyland shifted from a training-based approach to an experience-led model of leadership development. Employees now engage in structured, high-impact simulations that bridge the gap between knowing the values and applying them in real-time decisions. Darwinbox’s integration across employee journeys ensures learning isn’t isolated, it becomes visible, trackable, and performance-linked.
- Scalable rollout of immersive learning to employees across roles and locations.
- Seamless assignment, tracking, and follow-up of learning journeys through Darwinbox.
- Performance insights from simulations are reflected within the PMS, closing the loop on development and behavioral evaluation.
- 711 employees have completed the simulation to date, with a learner satisfaction score of 4.6/5.

- 131 employees achieved full scores across all metrics.
- The structured tracking through Darwinbox ensured visibility and compliance with completion timelines.
- Shift toward a culture of judgment-led leadership rooted in Ashok Leyland's core values.
- Centralized dashboards provide HR and business leaders with visibility into participation, completion, and behavioral themes emerging from the program.

The success of "Pathfinder: Gamified Learning Module" highlights how digital learning, when thoughtfully designed and delivered via the right platform, can drive deep cultural transformation - building not just better professionals, but principled leaders.