

Meet The Rebel Psychologist Turning Managers Into Leaders In Two Minutes A Day

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In today's workplace, [35% of the population are Millennials](#). A [third of them are managing teams](#) and yet a majority – [58% – have not received management training](#), according to a CareerBuilder study.

That's not to say that millennial managers don't want to grow. Most of the time, they simply lack the resources to develop their skill set in a way that's reflective of their demands.

Now, in 2020, flip-charts, workshop rooms and week-long seminars are long gone, but management training has yet to experience the digital disruption that we've seen in other areas of our lives.

The wisdom on leadership and building great teams is out there. However, finding it in books, podcasts, videos and blog posts is tedious and cumbersome, and so most millennial managers embark on their leadership journey unprepared and under-equipped.

Enter [Bunch](#), a startup founded by [Darja Gutnick](#), [Charles Ahmadzadeh](#), and [Anthony Reo](#).

As a psychologist-gone-rogue, Darja quit her Ph.D. to start her first company, and she's now a third-time founder. After having worked for corporates like BMW, being a researcher in the field of organizational innovation, as well as a strategy consultant and leadership coach, she is on a mission to change the way we develop the new generation of leaders. The team has just released [Bunch, an AI Leadership Coach](#) that enables users to become better leaders in two minutes a day.

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Renita: No two leaders are alike, though. And the future of tech lies in personalization. How are you tackling customization? Where does the AI fit in?

Darja: Personalization is actually one of our top priorities. If not *the* top priority. When I open my app, I am getting different tips than you would. We don't dictate what managers learn, we just provide them with a customized path. The AI coach decentralizes and democratizes how leaders learn and grow.

After our onboarding questions, we assign each user one of [14 leadership archetypes](#): this is a proprietary psychological profiling framework, developed based on a [scientific framework](#) measuring organizational culture of our partner [Prof. Dr. Charles O'Reilly at Stanford GSB](#). Your profile reveals your beliefs, what kind of team you would succeed in, what your potential strengths and weaknesses could be, and your best collaborators. Based on this and your learning goals, our AI-powered recommendation technology recommends and personalizes tips for you.

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