

# thyssenkrupp Materials North America: Transforming Leadership Development with Bundle



thyssenkrupp

**Founded:**

1931

**Headquarters:**

Southfield, Michigan

**Number of Employees:**

4,500

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## The Company:

thyssenkrupp Materials North America (TK MNA) specializes in the manufacturing of metals and engineered plastics, serving diverse clients from major corporations like Boeing, BMW and Tesla. Operating with nearly 4,500 employees and 150 plants across North America, TK MNA is part of thyssenkrupp AG, headquartered in Essen, Germany. With its North American hub in Southfield, Michigan, TK MNA focuses on flexible solutions through customized manufacturing, fabrication, and fulfillment services.

## The Challenge:

TK MNA sought to overhaul its high-potential leadership development program, aiming to provide a more tailored experience for its top talent. The existing group learning programs were effective for some but left others disengaged or underserved. The company needed a solution that could offer customization, flexibility, and measurable impact. For this case study, we interviewed Alex Valentine, Senior Manager of Learning and Talent who is responsible for performance management, succession planning, critical role analysis, and employee and leadership development offerings at TK MNA.

## Employee Development Challenges Included:

**Lack of Personalization:**

Existing group learning models did not resonate with all participants, with some leaders feeling that the content was redundant and did not meet their personal needs.

**Scheduling Complexity:**

Managing training across multiple time zones and roles—ranging from shop floor employees to office leaders—made it difficult to ensure consistent participation.

**Accountability and Engagement:**

Fixed schedules for group learning created challenges in holding participants accountable, impacting engagement and program outcomes.



***“People can kind of get lost in the mix, especially when you have large groups of 17 or 18 top talented leaders.”***

*- Alex Valentine, Senior Manager, Learning and Talent at TK MNA*



## The Solution:

TK MNA partnered with Bundle to launch a highly customized and flexible learning experience tailored to individual participants. Bundle's unique 1:1 personalized sessions allowed TK MNA's leaders to select training times and sessions that fit their individual needs.

**Custom Learning Journeys:** Individualized training plans catered to different individuals, from emerging talent to seasoned senior leaders.

**Flexible Scheduling:** Participants could select session times that suited their changing schedules, building ownership and accountability.

**Strategic Implementation:** TK MNA brought together five business units, all training partners, and executives for a two-day program kickoff, ensuring alignment and clear communication about the program's goals and value.



***"Group learning wasn't enough. We needed something that spoke directly to the individual, and Bundle delivered."***

*- Alex Valentine, Senior Manager, Learning and Talent at TK MNA*

Program Overview	Emerging Talent Manager Sessions	Emerging Talent IC Sessions
<p><b>Employees Enrolled:</b> 57</p> <p><b>Program Launch:</b> April 2024</p> <p><b>Roles:</b> Emerging Talent-Managers and Individual Contributors</p> <p><b>Overview:</b> Bundle sessions were part of a larger strategic program that included robust implementation, individual training sessions, and in-person cohort development.</p>	<p><b>Core:</b> Resilience Leadership Developing a Culture of Inclusion Motivating People for Performance Strategic Decision-Making Creative Thinking</p> <p><b>Electives:</b> (learners chose 3) Executive Presence Conflict Resolution Foster Collaboration Systems Leadership Managing Stress in the Workplace Managing Change</p>	<p><b>Core:</b> Elevate Emotional Intelligence Building Strong Team Dynamics Time Management Critical Thinking Managing Change</p> <p><b>Electives:</b> (learners chose 3) Problem Solving Executive Presence Motivating People for Performance Creative Thinking and Innovation Managing Stress in the Workplace Developing a Culture of Inclusion</p>

## The Results:

### High Engagement and Positive Feedback:

TK MNA onboarded 57 high-potential employees into the Bundle program. With an astounding **93% engagement** rate, participants expressed enthusiasm for the personalized learning experience and impactful curriculum through regular feedback surveys.

### Increased Accountability:

The flexibility of scheduling empowered participants to take ownership of their learning. With Bundle's Insights Dashboards, managers could now have candid conversations with participants who missed sessions, reinforcing accountability.

### Robust Insights and Tracking:

Using assessments, surveys, and dashboards, TK MNA tracked progress and can correlate learning outcomes with business metrics like retention, promotions, and operational efficiency.

### Individual Success Stories:

Even experienced leaders, initially skeptical, reported being pleasantly surprised by the value of the sessions. One leader with 20 years of industry and academic experience noted, ***"I didn't think I'd learn much, but it turned out to be one of my favorite training experiences."***

## Session Ratings on a 5-Star Scale:



## The Future:

Looking ahead, TK MNA plans to expand its partnership with Bundle, focusing on creating engaging virtual learning experiences. With business evolving rapidly, the company sees Bundle as a valuable partner in providing impactful, flexible, and cost-effective training. Alex shared, "We are already having very real conversations about our next high potential program, and how we want to leverage Bundle for that, too."