



On-demand learning
& blended learning

Course Catalogue 2024



GrowthTribe





About us

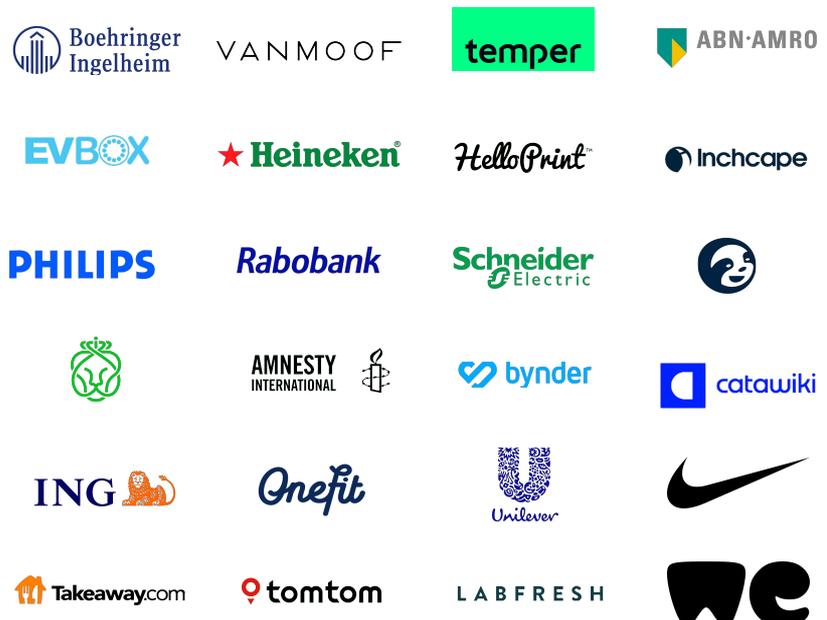
We're a digital learning partner for both individuals & organisations, empowering learners with fundamental & high in-demand digital skills like Growth Marketing, Digital Marketing, Data Analytics, UX Design and Digital Leadership and Project Management.

We help our learners and partners acquire future-proof digital capabilities through actionable, hands-on and engaging courses, all on-demand and blended.

Growth Tribe in numbers



Companies that trust us



Trusted by global leaders in digital

871

People trained on
**Data Analytics
& Data Visualisation**

PHILIPS

865

People trained on
**Growth Marketing &
Experimentation**



465

People trained on
**Innovation &
Experimentation**



234

People trained on
Digital marketing



179

People trained on
Growth Marketing



172

People trained on **Digital
Leadership**



135

People trained on
Data Visualisation



135

People trained on
Digital Leadership



Learn at your own pace

We've developed our on-demand & blended learning course offering with busy schedules in mind and measurable business impact. It's time for post-pandemic learning.

Learn career-defining skills wherever and whenever it works for you.

What makes it work

The 'What makes it work' section features five benefit cards, each with an icon and text:

- High quality learning at scale & engaging**: Icon of a person running.
- All recorded & unlimited access**: Icon of a smartphone and a laptop.
- Achieve faster results & impact**: Icon of a bar chart with a rising line.
- Flexible & learn on your own schedule**: Icon of a person with a clock.
- Solved accountability & motivation challenges**: Icon of a person with a checkmark and a target.

Why Growth Tribe

We accelerate your digital transformation through **highly enjoyable, actionable and hands-on learning programs**. We've never had so much access to knowledge, and learners have never been so overwhelmed.

Growth Tribe helps you cut through the noise and teaches your people and teams the skills they need to grow.

The 'Why Growth Tribe' section features four benefit cards, each with a title and a description:

- Enjoyable and engaging**: Providing blended learning solutions that keep people engaged from beginning till end.
- Focus on the "how"**: We cover use cases, step by step guides, quality checks and access to experts to help learners pass the knowing-doing gap.
- Measurable Impact**: A unique approach to measure the impact of learning at all levels of your organisation.
- Teaching at the speed of technology**: We're always on top of the latest developments in the industry and build courses with practitioners for maximum relevance.

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Digital Product Management & Strategy Certificate



GrowthTribe



Digital Product Management & Strategy Certificate

Set yourself apart as a product manager. Learn the skills you need to identify new market opportunities, design and implement product roadmaps, and measure and optimise product performance.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



6 modules

Why product management?



Rewarding career path

Product management is an in-demand tech job driving growth and innovation. In 2022, 44% of companies were looking to hire product managers ([Product School, 2023](#)).



High earning potential

Product management offers a lucrative career opportunity with a base salary ranging from €54,000 to €72,00 for product managers in the Netherlands, increasing with seniority ([Payscale, 2023](#)).

Who is this course for?

- Companies with professionals working in product management or related fields, such as marketing, product development, product innovation, design, or technology, who need to advance their product-related skills and knowledge.
- Strategists and business leaders who will draw value from a knowledge of up-to-date and relevant frameworks to support product-led growth

What can you expect to learn?

- During this six-module course, you'll learn how to set up a customer-centric product strategy that informs your value proposition, product development, measurement and roadmap to ensure differentiation in the market.
- Balance business requirements with the best interests of the product and customer. Incorporate insights from market, competitor, and customer research, to draft business cases and deliver product roadmaps..

Curriculum overview

Module 1 – Know your role and market

Compare the position of a product, a company,, and its audience relative to its competitor landscape to isolate compelling opportunities.

Module 2 – Know your customer

Improve your listening skills in order to map an accurate customer journey based on qualitative insights.

Module 3 – Product steering

Define the customer’s problem and frame an effective value proposition. Prioritise features using the KANO model.

Module 4 – Prototype, test, build, learn

Interpret insights from user stories to construct a list of product development requirements for an MVP. Explore lean discovery and development principles.

Module 5 – Drive business value through measurement

Identify meaningful metrics (OKRs and KPIs) to justify product development priorities accounting for business objectives.

Module 6 – The zen of roadmap maintenance

Create a product roadmap and justify delivery plans in order to maximise business and customer value.

Industry expert



Jovana Tokic

Product Leadership Consultant

Jo is a product leader with more than 9 years of experience in product management across multiple industries.

Core skills

Market research

Strategic vision

Product requirements

Product positioning

User stories

MVP design

Product roadmap

Goal setting

Measurement strategy

Testimonials



Ahmed El-Sherbiny Sr, Product Specialist



Highly Recommended! a great learning experience, useful tools and examples on this platform.



Viviana Inserra Social Media Manager



I loved the tone used for each of the video lessons. Definitely made each module more compelling.

Digital Leadership Certificate



GrowthTribe



Digital Leadership Certificate

Rethink business and become a leader with a clear vision. Steer your team to success. Handle ongoing change confidently and get your strategy vetted by the best leaders in the industry.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



6 modules

Why digital leadership?



A secure leader

Master uncertainty in an increasingly complex business climate.



Faster than your competition

Build a growth-focused organisation that adapts faster than your competitors can.

Who is this course for?

→ Team members with 6+ years of professional experience

→ Experienced team leaders

→ Professionals who are involved in making strategic business decisions

What can you expect to learn?

→ During this six-module course, you'll learn to take the first steps towards being an antifragile leader who can persevere and even thrive through disruption. Enrich your leadership toolkit with the most relevant, up-to-date mental models and methods.

→ Identify the biggest blockers in your organisation. Learn how others implement data strategies and map out which approach has the biggest chance of success for you.

Curriculum overview

Module 1 – Antifragility

Address complex and complicated systems, distinguish between fragile and antifragile components, and create a plan of attack that involves mapping out the desired change.

Module 2 – Growth mindset & experimentation

Dive into the importance of experimentation, the growth mindset, psychological safety, and families of risk. Practise identifying experiment types.

Module 3 – Data strategies

Diagnose the primary purpose of data usage, understand the pillars of data maturity, prioritise key business questions, and make data useful for decision making.

Module 4 – Data capabilities

Recognise the most important data-related jobs and teams, learn what operationalisation means, and build the right data capabilities and culture in your organisation.

Module 5 – Learning organisations

Develop a learning strategy and identify key blockers. Understand what it means to operate in the era of human capital and apply a capability investment framework.

Module 6 – Your plan of attack

Understand why change fails and how to use the change canvas. Practise breaking down the 8-step plan and plan your next steps as a leader.

Industry experts



David Arnoux
Chief Strategy Officer at Growth Tribe



Bernardo Nunes
Data & AI Transformation Specialist at Workera.ai

Core skills

Change management

Data capabilities

Data strategies

Experimentation

Growth mindset

Learning organisations

Testimonials



Leonard Kalkman
Chief Marketing Officer

CABAU

Interesting course where can apply the knowledge right away within your organization. You get some good practical assignments besides good informative explanations.



Daan Spangenberg
Head of Design

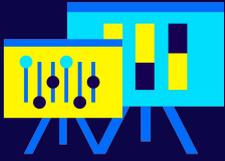
funda

With this course Growth Tribe took me on a enjoyable, easy to follow and knowledgeable journey through multiple facets of modern digital leadership. The more you know, the more you realize you don't know enough. I'm left satisfied and hungry for more.

Data Visualisation & Storytelling Certificate



GrowthTribe



Data Visualisation & Storytelling Certificate

Present your data with impact! Transform raw data into compelling visual narratives that will captivate your audience and make your data come to life.

Course format



12 - 18 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



6 modules

Why data visualisation & storytelling?



Simplify the complex

Our brains process visual information faster and retain it better than info presented as text or numbers ([MIT, 2014](#)).



Impact business decisions

By designing your visuals the right way, you help an audience grasp the story easily.

Who is this course for?

- Companies with data-driven teams who need to leverage data effectively.
- Managers seeking to effectively engage stakeholders and inspire teams.
- Functional analysts looking to improve their ability to communicate their insights and build a stronger case for their recommendations.
- Individuals of all skill levels and backgrounds who wish to pursue analytical roles.

What can you expect to learn?

- Learn how to choose the appropriate visualisation type for data, design effective graphs that accurately represent it, and develop a consistent approach to creating high-quality visualisations.
- Develop your presentation skills and learn how to deliver your data stories with confidence and impact.
- Embrace a data-driven culture. Explore the key elements of a good story and how to apply them to data-driven narratives.
- Learn how to create clear, concise, and effective presentations that are easy for everyone to understand, remember, and act on.

Curriculum overview

Module 1 - Quick start on data visualisation

Develop the essential skills required to create effective charts and visualisations. Learn to differentiate between various data types and identify the components of a chart.

Module 2 - Data visualisation: The basics

Learn about widely used visual data representations, avoid common pitfalls in data visualisation, and experiment with techniques like decluttering and highlighting to focus the viewer's attention.

Module 3 - Data visualisation: The method

Learn how to organise content, choose appropriate visuals, and use design principles to create engaging and memorable slides.

Module 4 - Data storytelling: Creating an outline

Understand the key elements of a successful data story, including its premise and structure. Dive into storytelling techniques that will help you refine your ideas and craft a powerful data story.

Module 5 - Data storytelling: Enriching your outline

Develop your outline by focusing on three key elements: understanding your audience, crafting analogies, and creating characters. Practise simplifying complex data to make it more relatable and memorable.

Module 6 - Data presentation

Find your own voice as a presenter. Become comfortable and confident when presenting your findings. Avoid common biases in data presentation and better connect with your audience to get your message across.

Industry experts



Mauricio Bernardo da Silva
Data Analytics Expert



Juan Venegas
Data Analytics Expert

Juan and Mauricio are two of Growth Tribe's senior data and AI experts. They bring a combined 18 years of experience in teaching and coaching professionals in data storytelling, visualisation, analytics, and more!

Core skills

Data visualisation

Data storytelling

Presentation skills

Communication

Testimonials



Sara Wilhelmsson
Director of Business Development



Working in the world of data I see every day the vast amounts of information that I could present. This course helped me better understand what data to present and how I should present it to engage the audience that listens. Very helpful course!



George Andreadis **VANDERLANDE**
Product Manager

It was great to learn how to effectively tell a story with data from a person who was actually doing it while teaching.

Digital Communication Certificate



GrowthTribe



Digital Communication Certificate

Drive results! Harness the power of storytelling to increase your online presence and authority. Learn to write effective and data-informed copy, build a strong brand identity, and develop a strategic communication plan to reach and engage your target audience.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



6 modules

Why digital communication?



In-demand 2023 skill

There's a growing need in the job market for individuals proficient in digital communication techniques and approaches in various roles and sectors.



Stay competitive

Digital continues to drive global ad-spend. Thus, digital communication skills are critical for greater reach and engagement with your target audience online.

Who is this course for?

→ Professionals in marketing, public relations, journalism, or social media management who aim to enhance their expertise and proficiency in digital communication strategies and tactics

→ Business owners or entrepreneurs who want to build a brand and stand out from the crowd.

What can you expect to learn?

→ Learn to effectively communicate in today's digital landscape. Through the use of various digital tools and platforms, students will learn how to write persuasive and SEO-optimised copy.

→ The course will cover how to use data to inform digital communications, and how to build a strong brand identity that communicates a company's values. Students will learn how to plan and execute a strategic communication plan and how to use insights to refine and improve their actions for maximum impact.

Curriculum overview

Module 1 - Persuasive communication in the Digital Age

Critically analyse digital assets and online messaging with reference to communication theory, paying special attention to influential strategies.

Module 2 - Crafting effective content

Develop your short-form copywriting and integrate SEO-savvy writing techniques and frameworks. Refine your editing skills and explore innovative technological tools such as ChatGPT.

Module 3 - Data-informed digital communications: Knowing and impacting your audience

Integrate customer data with user personas to customise messaging and support marketing campaign decisions, such as localisation and A/B testing.

Module 4 - Building brand identity: Communicating your value and values

Learn digital storytelling techniques which will help you build your brand identity and voice across various channels.

Module 5 - Planning and executing strategic communications

Develop a clear and actionable digital communications plan, including specific tactics, channels, timelines, and metrics for success.

Module 6 - Reflecting and refining: Using insights to strengthen your actions

Optimise communication strategy and performance through systematic testing and feedback loop review.

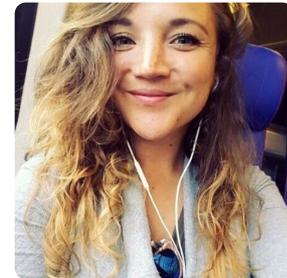
Industry experts



Ryan Miller

Writer and Communications Coach

Ryan is dedicated to creative communication, with a primary focus on assisting individuals and companies communicate more effectively, both online and in real life.



Lou Benders

Senior Content Strategist

Lou is most excited about achieving goals through content, working on anything content-related from full-blown strategies and content management to microcopy.

Core skills

Copywriting

SEO-optimised copy

AI for content creation

A/B message testing

Data tracking

Actionable communication plans

Customer journey mapping

Testimonials



Sylvia Radovan
Social Media Coordinator



I had a great time learning new things and improving what I already knew. I truly feel that this course will have an impact on my work and recommend it for everyone in the Digital Communication area.



Katie Hudson
Product Operations Lead 

If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.

Project Management Certificate



GrowthTribe



Project Management Certificate

Lead projects successfully. Learn the principles of project management across the project lifecycle, from initiation to execution. Run projects that deliver high-quality products and services on time and within budget, leading to successful outcomes such as increased efficiency and collaboration.

Course format



18-24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



6 modules

Why project management?



Highly sought-after skill

2.3 million new project management employees will be needed each year to meet global talent demands by 2030 (PMI, 2022).



Saving time and money

By incorporating proven project management methodologies, you can cut your spending on projects by a factor of 28! (Hive, 2020)

Who is this course for?

- Companies with project managers to enhance their understanding of project management methodologies, and validate their experience
- Business leaders or consultants who want to optimise project timelines and resources to save time and money, and increase efficiency
- Both beginners and experienced professionals who want to solidify their foundational knowledge and confidence in setting up successful projects
- Students and recent graduates looking to build their project management skills as they start their careers

What can you expect to learn?

- Become familiar with best-practice project management terminology, methodologies, and frameworks.
- Learn how to identify and communicate with stakeholders, secure their buy-in, and keep them engaged throughout the project.
- Align business strategy with action through a structured approach to planning, executing, and delivering projects, resulting in increased efficiency and a higher likelihood of achieving desired project outcomes.
- Develop your leadership skills, leveraging your strengths to ensure project success.

Curriculum overview

Module 1 – Terms, Methods and Approaches

Develop a solid foundation of project management principles, methodologies, and frameworks.

Module 2 – Project Initiation, Stakeholder Management and Business Strategy

This module focuses on the critical aspects of accepting a project and managing stakeholders relationships. Learn to align business strategies with project goals to achieve optimal results.

Module 3 – Project Planning and Documentation

Assess critical project elements, such as project governance, scoping, scheduling and cost. Develop accurate project documentation.

Module 4 – Project Execution and Leadership

Lead and execute successful projects, drive innovation, and achieve organizational goals by effectively managing resources and learning about your management style.

Module 5 – Project Monitor, Control and Communication

Gain the skills and knowledge to manage project performance and communicate effectively with stakeholders, ensuring projects are delivered on time and within budget.

Module 6 – Project Closure, Teams and Interpersonal Skills

Gain the tools and expertise needed to lead teams to successful project completion by strengthening interpersonal skills and mastering the project delivery handover.

Industry expert



Brecken Byron Project Manager (PMP®)

For the past decade, Brecken has worked and lived on three continents spanning industries like tech scale-ups, education technology, and nonprofits. She's passionate about the evolving field of project management, especially its relevance in all sectors and its measurable and positive impact on cultural adaptability and human connection.

Core skills

Project scoping

Project scheduling

Budgeting

Stakeholder management

Project documentation

Project lifecycle

Leadership

Business acumen

Communication

Testimonials



Julien Savy Sr. Partnership Manager

miro

The course was a great mix of theory and practice. I learned new concepts and rediscovered some. I was doing a lot of things instinctively and the course allowed me to have a more structured and confident approach to project management.



Artiom Sobol Sr. Technical Content Manager

Miele

Well-structured course, covering key concepts of the project management. It helped to re-evaluate all the projects I have done before and left me with lots of new tools to manage the projects in the future. Thank you.

Sales & Business Development Certificate



GrowthTribe



Sales and Business Development Certificate

Upskill and advance your career in sales and business development. Learn to optimise the sales process, diversify revenue streams, and expand into new markets by using business intelligence and growth strategies.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



5 modules



Dutch & English

Why business development?



Stay competitive in the job market

Unlock your future potential and job security by learning business development, which [LinkedIn](#) reports has identified as a highly in-demand skill for 2025.



Increase your performance

Gain skills and knowledge that will support you in developing effective growth strategies and improving profitability.

Who is this course for?

- Companies with teams in sales, business development, and marketing who want to advance their knowledge & skills to stay up-to-date with the latest industry trends and best practices.
- New hires in sales or business development who need to build practical skills and knowledge to support professional growth.

What can you expect to learn?

- During this five-module course, you'll learn to effectively use product knowledge, audience targeting, and market research to better articulate a value proposition, which is essential for creating successful business opportunities and strategies.
- The skills required to define and optimise an end-to-end sales process, supporting the creation of a strong sales pipeline aligned to meet business goals
- Identify new business opportunities and develop effective growth strategies for diversifying a client base, broadening revenue streams, and entering new markets.

Curriculum overview

Module 1 – Leverage product knowledge, audience targeting, and market research

Learn to differentiate your company from competitors. Identify the unique selling points of your company's product(s) or service(s) and use them to inform a strong value proposition that resonates with your target audience.

Module 2 – Strategies for optimising an end-to-end sales process

Cover the fundamentals of the sales process and learn how to pitch effectively. You'll gain confidence in the negotiation skills need to close deals, as well as how to build long-term partnerships and effectively manage client relationships.

Module 3 – Use business intelligence for a successful business

Utilise technology and data analytics to create a sales pipeline aligned with business goals.

Module 4 – Create a winning sales strategy

Develop a comprehensive sales strategy based on market research that aligns with the company's goals, mission, and values.

Module 5 – A strategic approach to business development

Support sustainable growth with strategies to diversify your client base and revenue streams. Discover how to expand into new markets.

Industry expert



Auke Boersma Growth & Expansion Leadership

Auke is a progressive, results-driven, goal-oriented executive in digital media, technology, and advertising. He has 23 years of international experience in various fields of the industry across EMEA and APAC.

Core skills

Growth & expansion

Sales process

Sales strategy

Relationship building

Strategic thinking

Pitching & negotiation

Testimonials



Rik De Vitte Growth Hacker



Attending a Growth Tribe course is like going on a learning roller coaster. Get ready to: learn new (in high demand) skills, get inspired, have fresh ideas popping into your head and meet new interesting people!



Meagan Cedarbaum Product Manager



Growth Tribe doesn't only deliver amazing content, learnings, coaches & trainers, but has designed an interactive, fun and seamless online learning experience.

Digital Marketing Certificate



GrowthTribe



Digital Marketing Certificate

Harness the power of online channels to maximise your impact. Learn to effectively engage and convert customers using multi-channel strategies and conversion-focused landing pages.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



6 modules

Why digital marketing?



Become a marketing expert

Learn best practice tools and techniques to excel in today's digital marketing world.



Maximise your marketing ROI

Unlock more conversions by optimising your landing pages and targeting high-intent audiences.

Who is this course for?

- Companies who are on a journey to increase their marketing efforts for double-digit growth.
- Marketing teams with professionals looking to improve their digital marketing skills.
- Aspiring marketing teams who are looking to enter the digital marketing space.

What can you expect to learn?

- During this six-module course, you'll learn to create a customer-centric marketing strategy and craft the right content for the right people on the right channels.
- Know the ins and outs of all the fundamental tools and techniques for digital marketing success. Maximise conversions by optimising your pages and focusing on the right metrics.

Curriculum overview

Module 1 - Intro to digital marketing

What is digital marketing and why is it important? Understand personas and how to develop them. Dive into the customer journey and learn why it's crucial for business success.

Module 2 - Tracking and analytics

Learn the benefits of tracking data using Google Analytics and Tag Manager. Identify important and common metrics you need to measure as a digital marketer. Set up and get familiar with Google Analytics 4 and Tag Manager.

Module 3 - Targeting your audience organically with awareness channels

Find trending and relevant topics for your content marketing strategy. Distribute your content through SEO and organic social media channels (Facebook, Instagram, TikTok, YouTube, Twitter, and LinkedIn).

Module 4 - Paid media

Prioritise the most relevant channels for your persona and business. Learn how to target via those channels using industry best practices for ad copy and visuals.

Module 5 - Retargeting your audience

Use Pixels to retarget website visitors or users who have engaged with your content. Discover best practices for email marketing campaigns to retarget your audience.

Module 6 - Landing page optimisation

Use the LIFT model to improve your website's performance. Create a landing page without writing a single line of code.

Industry expert



Tarek Reslan

Digital Marketing expert

Tarek is a computer science graduate who is passionate about marketing. His areas of expertise include landing page creation and optimisation, conversion rate optimisation, paid acquisition, e-commerce, and video editing. As a trainer at Growth Tribe, he helps implement a digital marketing processes in startups and big corporations.

Core skills

Customer development

Digital marketing

Digital channels

Personas

Usability testing

Funnel marketing

Testimonials



Zsofia Lele Customer Growth Manager

It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away.

pippadu



Laura Petrescu Sr. Talent Acquisition Partner

Growth tribe provides a great learning platform to develop your skills and knowledge. Their courses mainly focussed on data related concept provide a great basis of theory and use cases to build upon and apply in your daily work.



Growth Marketing Certificate



GrowthTribe



Growth Marketing Certificate

Get certified in up-to-date marketing strategies and learn to drive serious growth.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



6 modules

Why growth marketing?



Stay relevant in a fast-changing world

Get more conversions by leveraging cutting-edge tools to optimise your pages. Learn how product improvements can result in your users sharing referrals with their networks.



Gain more conversions

Understand the importance of experiments to grow your business fast. Learn how to create loyal customers who stay.

Who is this course for?

- Digital marketing teams who are looking for ways to improve their bottom line results, without spending more money.
- Ambitious companies who want to outperform the competition with the latest marketing strategies.
- Companies who has tested lots of marketing channels but is still struggling to drive growth

What can you expect to learn?

- During this six-module course, you'll learn how well-crafted experimentation can be a powerful driver of business growth.
- Get conversions in by optimising your pages and creating your own tools. Learn how product improvements can make your users refer their network.

Curriculum overview

Module 1 - Back to the fundamentals

Dive into data-driven growth marketing and experimentation, from personas and customer jobs to growth. Build a customer journey and explore the five steps of the experimentation process.

Module 2 - Make data work for you

Get to know the importance of data and lean analytics. Understand the difference between quantitative and qualitative data and how to use each to validate assumptions.

Module 3 - Design experiments

Build on what you've learned in the first two modules to gather ideas and rank them using the BRASS and PIES methods. Design your own experiment. Analyse and understand the results.

Module 4 - Awareness & acquisition

Choose awareness channels and keep an eye on your competitors. Create your own marketing tools and leverage them as channels. Cap it off with a deep-dive into landing page optimisation.

Module 5 - Activation & retention

Define your wow moment and drive users towards it. Link behaviours of active users with retention.

Module 6 - Referral & revenue

Learn about organic virality, CLTV, and revenue metrics and leverage growth loops for referrals. Address revenue blockers and action qualitative data to increase revenue.

Industry expert



Alain Abou Atmeh Growth Marketing Expert

Having helped several companies grow through social platforms, Alain now specialises in email marketing, SEO, customer support, and performance marketing. As a growth marketing trainer, Alain helps learners master the technicalities of digital marketing, the growth mindset, and overcoming blockers.

Core skills

Analytics

Onboarding

Retention

Virality

SEO

Experiment design

Testimonials



Fabiola Marcillo Sr. Digital Marketeer

PHILIPS

this course provided me with basic knowledge around data literacy, basic and advanced analytics, and also explored how data projects are useful for businesses and how other companies make use of them.



Joanna Latko Sr. Director Retail Operations

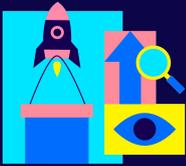
PVH

It made me think, made me act, made me motivated - awesome course! Interesting, intellectually challenging and yet pragmatic.

Conversion Rate Optimisation Certificate



GrowthTribe



Conversion Rate Optimisation Certificate

Get more out of your website traffic by optimising your conversion rate. Start conducting proper user research, identifying conversion killers, and carrying out A/B testing.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



5 modules

Why CRO?



Become a future-proof marketer

Marketing is constantly evolving. By updating your skills and staying at the cutting edge, you'll be able to ensure you stay ahead of the curve.



Drive better results

Walk away with the tools, resources and strategies used by the best brains in the business. Drive better results from day one with conversion tactics that work.

Who is this course for?

→ Companies who want to improve their customer experience by optimising digital touch points in order to increase conversion rates and bottom-line revenue

→ Companies who want to take their e-commerce performance to the next level

What can you expect to learn?

→ During this five-module course, you'll learn to identify CRO opportunities through qualitative and quantitative research and set up tracking to measure key conversion metrics.

→ Identify conversion goals and conduct the CRO audit process. Learn to implement the most important CRO tactics and run A/B tests to improve conversions.

Curriculum overview

Module 1 – The CRO process

Start by identifying conversion goals, then learn to understand the difference between websites and landing pages. Evaluate site visitors' intent levels using the GROWS process.

Module 2 – Conducting research (qualitative and quantitative)

Understand the importance of answering the WHAT and WHY. Practise setting up tracking for GA4, using Google Tag Manager and Hotjar, and setting up your dashboard.

Module 3 – CRO best practices

Optimise website functionality, experiment with conversion copywriting tactics, and improve design for better conversions.

Module 4 – Website analytics

Recognise the most important metrics to measure, prioritise ideas using CRO ranking methods, and design effective experiments.

Module 5 – Validating your hypothesis

Understand the different types of tests that you can run to validate your hypothesis. Set up A/B tests using VWO and practise creating landing pages.

Industry experts



Tarek Reslan
Digital Marketing Expert



Alain Abou Atmeh
Growth Marketing Expert

Core skills

A/B testing

Conversion rate optimisation

Qualitative research

Quantitative research

Usability

Website analytics

Testimonials



Augustin Martinez
CRM Manager



Highly recommend this extensive course with lots of examples and resources. On top of that, the team members are very skilled and super funny which makes the learning part even more enjoyable



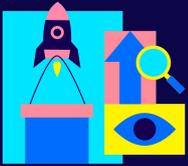
Mark de Munck
Sr. Digital Trade Manager



Growth Tribe offers well structured, hands on e-learning. It helped me grow in my understanding of eCommerce

Data Fundamentals Certificate





Data Fundamentals Certificate

Get a basic understanding of data and dive into how it can be used to improve your work performance.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



5 modules

Why data fundamentals?



Aligning your data strategies

Learn how data can help your company achieve its goals and how to communicate your analytics results in a way that everyone can understand.



Run better experiments

Know how to get from problem to hypothesis and from hypothesis to impactful experiment.

Who is this course for?

→ Companies who want to start leveraging more of their data but don't know where to start.

→ Anyone unsure how data can be used to achieve better outcomes

→ Companies lacking confidence when it comes to understanding data.

What can you expect to learn?

→ During this five-module course, you'll learn how data can help your company achieve its goals and how to carry out productive, meaningful experiments.

→ Learn how to communicate your analysis results in a way that everyone can understand.

Curriculum overview

Module 1 - Data literacy

Recognise various types of data and algorithms. Understand the importance of data citizenship and identify goals you can achieve with data transformation in your company.

Module 2 - Analytics

Understand the role of the data analyst by learning the foundations of descriptive analysis, data warehousing, and interacting with a variety of business users and stakeholders.

Module 3 - Experimentation

Dive into the basics of A/B testing and the test and learn approach. Discover how to work with experimental data and design experiments using data.

Module 4 - Data visualisation

Recognise and evaluate different types of graphs. Experiment with designing visuals and evaluating the quality and efficacy of charts. Explore why data storytelling is important.

Module 5 - Data projects & teams

Grasp the value of self-renewing processes and delve into what it means to operationalise your data strategy. Address the reusability of data and introduce peer reviews for better data collaboration.

Industry expert



Bernardo Nunes
Data & AI Transformation
Specialist at Workera.ai

Bernardo is one of our external senior data and AI experts. He has been teaching and coaching professionals in the field of everything data for over 10 years.

Core skills

Data analytics

Data literacy

Data-driven mindset

Experimentation

Machine learning

Data visualisation

Testimonials



Beatrix Häger
Sr. Design Strategist

PHILIPS

this course provided me with basic knowledge around data literacy, basic and advanced analytics, and also explored how data projects are useful for businesses and how other companies make use of them.



Ruud Bakker
Business Intelligence Developer



Growth tribe provides a great learning platform to develop your skills and knowledge. Their courses mainly focussed on data related concept provide a great basis of theory and use cases to build upon and apply in your daily work.

Business Analytics Certificate



GrowthTribe



Business Analytics Certificate

We'll teach you how the world's leading data professionals use business analytics and how you can become a data hero.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



8 modules

Why business analytics?



Become data confident

Dare to take decisions based on data. Find data-enabled solutions to business problems. Learn to align data projects with the overall business strategy.



Execute your strategy

Learn how to set up data projects for success. Overcome common challenges organisations face on their quest for data maturity.

Who is this course for?

→ Companies with an interest in using data for decision making.

→ Companies looking to solve specific business problems with data.

What can you expect to learn?

→ Find out how you can increase results and reduce cost by analysing data more efficiently using up-to-date tools and methods.

→ Create and shape better business strategies using data analytics. Get certified and learn the strategies and techniques that will take your business to the next level.

Curriculum overview

Module 1 - Data-driven mindset

Dive into the importance of a data-informed mindset. Learn to classify decision-making and dissect a decision. Enable a data-informed environment in your organisation.

Module 2 - Data pipeline

Recognise the elements of a data pipeline and learn how to use a data tasks map.

Module 3 - Descriptive analytics

Evaluate descriptions. Read charts and correlation. Set up and assess a KPI tree using your data.

Module 4 - Statistical inference

Understand how to apply statistical inference. Practise evaluating hypotheses and applying A/B tests for causality.

Module 5 - Machine learning

Understand machine learning types and applications. Learn to use predictive modelling, specifically classification and regression.

Module 6 - Data strategies

Delve into the purposes of data usage and the pillars of data maturity.

Module 7 - Stakeholder engagement

Understand data roles and data teams. Apply a strategic process to drive stakeholder engagement.

Module 8 - Data project management

Assign responsibilities using data roles. Prioritise data use cases and set up a healthy review process for your projects and processes.

Industry expert



Mauricio Bernardo da Silva Data Analytics Expert

Mauricio has worked in different industries, giving him a wide knowledge of processes and metrics, and how to most efficiently utilise data to reach business goals. At Growth Tribe, he helps individuals understand complex topics in intuitive ways, and enhance their thinking and execution on data initiatives.

Core skills

Descriptive analytics

Data projects

Statistical inference

Machine learning

Data strategies

Data-driven mindset

Testimonials



Saumyajit Parida Business & Data Analyst



Loved the course and very happy with the knowledge gained. Specially the difference between Dataops and Devops which was unclear for me. Going to promote it in my youtube channel.



PHILIPS

Jacopo Galli Regional Learning Specialist

Amazing Experience. Growth Tribe raises the bar in terms of Online Course Enrollment Experience, Platform Usability & Community contents and In-Demand Learning offer. Under the Data & Analytics Online offer, I completed the Business Analytics Certificate.

Design Thinking Certificate



GrowthTribe



Design Thinking Certificate

Use design thinking to solve customer problems and adopt a truly customer-centric approach to drive innovation at your company.

Course format



12 - 16 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



4 modules

Why design thinking?



Innovate through customer centricity

Know how to identify opportunities for innovation. Understand how empathy for your customers can lead your business to success.



Build better user experiences

Learn how to use feedback to improve the user experience. Drive better results and build exceptional customer journeys with this skill under your belt.

Who is this course for?

→ Digital teams looking to become more customer-centric.

→ Leadership teams that want to learn creative, cutting-edge strategies for success.

→ Anyone who's interested in design thinking and eager to learn more

What can you expect to learn?

→ During this six-module course, you'll learn how empathy with your customers can lead your business to success and how to use customer feedback to improve the user experience.

→ Know how to identify opportunities for innovation and tell compelling stories by tailoring the presentation of your ideas and findings to your audience.

Curriculum overview

Module 1 - Design thinking fundamentals & user research

Learn why is empathy important to a business. Make sense of scattered research and insights to understand the 'as-is'/current state. Grasp the triple diamond process. Advocate for the value of creating personas with diverse perspectives and scenarios.

Module 2 - Creative ideation

Learn to use a process for ideation. Identify key performance indicators or success metrics for your design thinking efforts. Identify areas of opportunity and innovation.

Module 3 - Prototyping and testing solutions

Evaluate usability using heuristics. Understand the fundamentals of visual hierarchy. Learn how to create a user interface using objects/elements of value. Map emotions to actions to innovate user flows and journeys.

Module 4 - Presenting your ideas

Segment your internal audience before setting up your presentation. Identify actionable insights from your tests and research, then learn to present those insights in an engaging way.

Industry expert



Kevin Hawkins VP of Design at Glovo

Kevin Hawkins is an award-winning, multi-disciplinary design leader. Previously, he's been lucky to work for companies such as Booking.com, PwC, EY, and Gap Inc. He currently works as a VP of design at Glovo in Barcelona, Spain.

Core skills

Design thinking

Ideation

Prototyping

User research

User testing

Presentation

Testimonials



Stefani Ilic Experience Manager



The course was great, it will teach you a lot of useful methods and tools in a short amount of time, and the knowledge is very applicable!



'Andrea Barbu Business Intelligence Specialist



By enrolling in the Design Thinking course offered by Growth tribe I had the possibility to revise and increase my knowledge in this area in a structured way. Moreover, the structure of the course and the variety of course materials made the concepts easily to understand. I totally recommend this course!

Web 3 Foundations Certificate





Web 3 Foundations Certificate

Learn about real-world applications of blockchain technology, security practices, technology assessment, avoiding scams, and Web3 basics.

Course format



18 - 24 hrs total



No prerequisites



Blended & Self-paced



Join as a team



Certificate of completion



7 modules

Why Web 3?



Become future proof

This industry is constantly evolving. Learn why Web3 is a global digital & financial shift and how it's affecting you.



Get confident

Get familiar with key vocabulary and concepts to be able to join discussions, make smart decisions, and identify career opportunities with confidence.

Who is this course for?

- Business leaders exploring blockchain's potential for innovative solutions
- Marketing professionals adapting strategies for blockchain-powered digital landscapes
- Entrepreneurs curious about harnessing web3 trends for business growth.

What can you expect to learn?

- During this seven-module course, you'll learn about the story behind digital assets and blockchain to better understand industry developments.
- You'll study how to look beyond the type to make safer investments and discover career opportunities. You'll also learn to stay aware of regulation and compliance practices including KYC/AML.

Curriculum overview

Module 1 - The birth of blockchain

Get to know about Bitcoin and its creator. Understand digital assets and blockchain technologies. Recognise and remember the key terminology.

Module 2 - Web3, DeFi, the Metaverse & NFTs

Understand the foundations of Web3, DeFi and the Metaverse. Learn how businesses are using NFTs.

Module 3 - Making informed decisions

Understand why digital assets are high risk and where to learn about digital assets to identify scams. Stay informed by following industry experts.

Module 4 - Security practices

Apply a security checklist. Set up 2-Factor Authentication. Use a VPN. Learn to safely back up assets.

Module 5 - Real blockchain case studies

Blockchain for traditional banking, creators, smart supply chains, and cross-border payments

Module 6 - Beyond technology

Regulation, KYC, & custody. Understand how code audits work. Write compliant communication and adapt to intercultural differences.

Module 7 - Career opportunities

Recognise roles and careers in the blockchain industry. Identify opportunities in existing industries.

Industry expert



Erin Grover

Web 3 Subject Matter Expert

Erin has conducted extensive field research of emerging DeFi markets in Kenya, Uganda and India. Erin is an advisor for the AKASHA Innovation Hub in Dublin, which provides acceleration for blockchain projects at various stages. She's passionate about creating more opportunities for financial prosperity and sustainable investment products for diverse populations and women in particular.

Core skills

Blockchain

Digital assets

Smart contracts

Metaverse

Cybersecurity

DeFi

Testimonials



Brandon Cooper Technology Partner Manager



I went into the Web3 course with some existing knowledge on the topic and came out with clarity, validation and a broader understanding of the pillars of which make up crypto, web 3 and the larger ecosystem.



James Harrison Sr. Talent Manager



The Web 3 Fundamentals course is an excellent resource for anyone looking to get started in the world of web3 technologies. The course is designed specifically for beginners, providing a comprehensive introduction to the basics of blockchain and smart contracts.

AI for Business Certificate



GrowthTribe



AI for Business Certificate

Unleash innovation and stay ahead in the AI-driven era. Explore AI's potential, from foundational concepts to practical applications like AI writing, graphics, prompt engineering and predictive analytics. Empower yourself and team to lead with AI and drive strategic advantage.

Course format



20-40 h total



No prerequisites



Self-paced



Join as a team



€ 995



6 Modules



Certificate of Completion



Blended

Why Artificial Intelligence?



Unlock Business Potential with AI

AI boosts productivity for **66%** of businesses, showcasing growing confidence. **97%** of owners see ChatGPT benefiting their business.



Diversified Career Paths

AI to generate **97 million new jobs**, easing job displacement worries and opening AI career paths.

Who is this course for?

- Professionals from diverse industries looking to learn about AI applications and benefits.
- Business leaders and managers interested in understanding the implications of AI on business.
- Entrepreneurs and business owners aiming to leverage AI technologies for efficiency and team productivity.
- Tech enthusiasts and career changers pursuing AI roles in business.

What can you expect to learn?

- Understand AI and Machine Learning fundamentals and their business applications.
- Explore prompt engineering, ChatGPT and generative AI in design, considering ethical challenges.
- Formulate an AI strategy with, data readiness evaluation, all driving organisational change.
- Implement AI for process optimisation and efficiency gains.
- Leverage data for predictive models, enhancing data-driven decision-making.

Curriculum Overview

Module 1 – AI and Machine Learning Fundamentals

Learn to identify and implement AI solutions that align with business needs, leveraging fundamental AI and ML knowledge to drive innovation and efficiency.

Module 2 – AI Business Strategy

Formulate an AI strategy, including ethical considerations and ensure secure operations to drive transformative change and long-term success.

Module 3 – GenAI for Text: ChatGPT and Prompt Engineering

Explore the creative potential of AI writing tools like ChatGPT and OpenAI to generate diverse content, synthesise information, and revolutionise your content creation process.

Module 4 – GenAI for Design: Text Prompts and Visual Communication

Explore the applications of generative AI in design tasks, gaining hands-on experience with tools that generate images and videos for design and communication purposes.

Module 5 – AI for Productivity

Optimise workflows and streamline operations using AI technologies to enhance productivity and efficiency.

Module 6 – AI Powered Predictive Analytics

Implement predictive analytics and data tools effectively to uncover trends, mitigate risks, and drive competitive advantage.

Industry Expert



Mauricio Bernardo da Silva
Data Science Expert



Nazly Santos
Data Science Expert

Core Skills and Tools

AI Strategy

AI Implementation

AI Evaluation

Generative AI & ChatGPT

StableDiffusion & Dalle-2

Runway & Canva.ai

AI Mindset

AI Ethics

Prompt Engineering

Testimonials



Yasmina Beitia *Rabobank*
Lead Operational Risk

AI for Business Crash Course provided me with valuable Artificial Intelligence and Machine Learning basic knowledge. The course has been a great motivator to keep me exploring further in the field!



Andrea M.
Generative Art Producer



The AI for Business Course by Wafa Mrubah, a highly experienced AI Product Leader definitely exceeded my expectations, and I thought I knew a lot already about AI! It's great for understanding AI and ML, and how to create an effective AI strategy from scratch. Awesome.

Agile Project Management Certificate



GrowthTribe



Agile Project Management Certificate

Lead with agility, drive successful projects, and become a sought-after project management professional. Discover how to streamline processes, enhance efficiency, and maximise productivity.

Course format



20-40 h total



Self-paced



€ 995



Certificate of Completion



No prerequisites



Join as a team



6 Modules



Blended

Why Agile Project Management?



Elevate Your Value

Employers are increasingly interested in mastery of Agile project-management methods such as Agile, Scrum, and Kanban.



Lead Project Success

A study by McKinsey & Company found that embracing Agile methodologies resulted in a 20-30% increase in project success rates.

Who is this course for?

- Aspiring project managers who are new to project management and want to establish a strong foundation in Agile project management concepts, methodologies, and best practices.
- Experienced project managers working in traditional project management and are interested in Agile approaches.
- Business owners involved in project decision-making to better understand project progress, risks, and issues, and effectively communicate customer needs.
- Technical professional interested in deepening their understanding of Agile principles, sprint cadence, and Agile tools and technology.

What can you expect to learn?

- Deep dive into Agile methodologies, principles, and best practices through our meticulously crafted modules.
- Proficiency into Agile methods and processes. Adopt an Agile mindset and learn about the Agile-Scrum methodology, including sprint cadence.
- Develop your project reporting and communication skills. Discover the power of AI-generated burndown charts and data-driven charts for tracking project progress.
- Acquire the skills to embrace an ever-changing scope, and execute problem-solving frameworks within an Agile framework.

Curriculum Overview

Module 1 – Project Management essentials

Gain knowledge and practical insights into the fundamental concepts, stages, and key activities of the project management lifecycle.

Module 2 – Agile methods and processes

Learn about the methodologies and mindset behind Agile. Gain practical knowledge of techniques like user stories, project prioritisation, and the Agile-Scrum methodology

Module 3 – Effective communication and reporting

Develop strong communication skills and improve project reporting. Learn about different types of project reports, utilise AI-generated charts, and track project progress while communicating customer needs.

Module 4 – Risk mitigation and problem solving

Learn to proactively identify and address risks that may impact your projects. Gaining skills to better embrace change, mitigate risks, and solve problems.

Module 5 – Team facilitation and power skills

Gain the expertise to guide your team effectively, cultivate a culture of trust and open communication, and drive successful outcomes aligned with project objectives.

Module 6 – Scaling complex projects

Gain an understanding of project complexity levels and explore Agile scaling frameworks such as SAFe, LeSS, and SoS.

Industry Expert



Brecken Byron, PMP Project Manager

Passionate about cross-functional collaboration, value creation, and a human-centric approach. .

Core Skills



Testimonials

Ready to boost your digital transformation?



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Growth Consultant

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