AI Strategy and Implementation

Unlock the power of AI for your business! Learn to drive growth, efficiency, and innovation with AI.

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Thrive in the age of AI

AI for Productivity

GenAI for Text: ChatGPT

AI-Powered Predictive Analytics

AI Business Strategy

Gen AI for Design: Text Prompts

AI & ML Fundamentals

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CERTIFICATE
AI for Business

John Doe

successfully completed the course in
Business Analytics
15.10.2022

David Arnoux
Co-founder

Learn how to leverage AI to improve efficiency, gain a competitive advantage, and future-proof your career.

Generative AI is the TOP priority skill
How can you leverage AI transform your business?

AI technologies can supercharge your digital transformation efforts by:

→ Boost efficiency through automation

→ Enhance decision-making

→ Drive innovation

→ Optimise operations

→ Increase revenue

→ Reduce costs

→ Assist with digital transformation

→ Achieve strategic objectives

👉 To master **implementation**, equip yourself with a framework that integrates AI and analytics with your overall strategy and vision.

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Are you ready to ride the wave?

Transform your business with the latest tech revolution: GenAI

The tech industry moves in platform shifts

Every 10-15 years, a new platform resets the tech industry
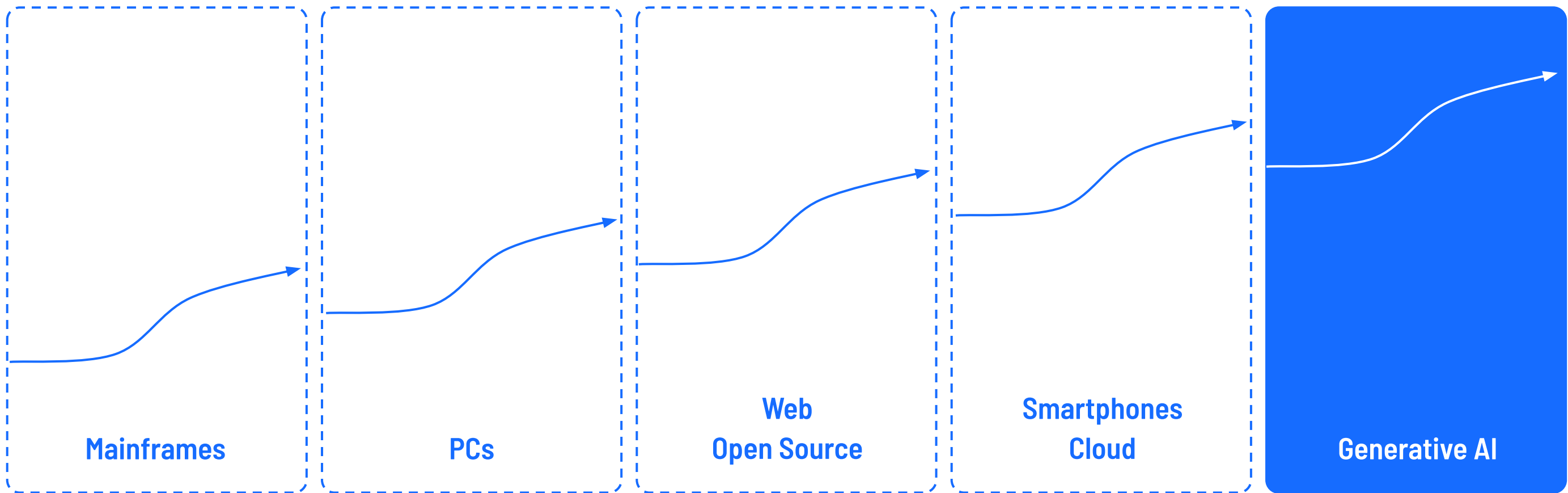
Mainframes

PCs

Web
Open Source

Smartphones
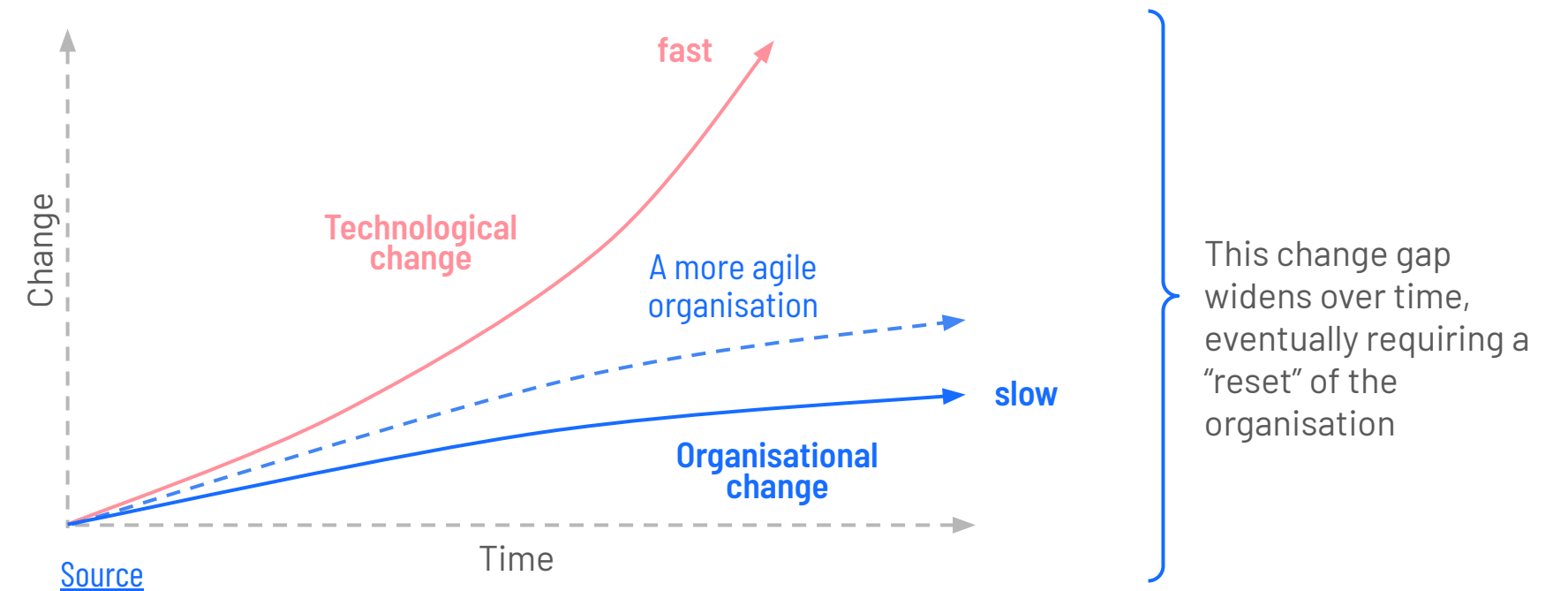Cloud

Generative AI

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Why AI matters?
Stay ahead in the AI era

➜ **Generative AI** is reshaping organisational development, with companies prioritising it as the **#1 skill.**

➜ Companies using AI see a **40%** boost in operational efficiency and **reduce costs by 30%.**

Don't get left behind – harness AI to propel your business forward.

Martec's Law

Change

Technological change

fast

A more agile organisation

slow

Organisational change

Source

Time

This change gap widens over time, eventually requiring a "reset" of the organisation

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Separating hype from reality
Is your organisation struggling with AI Implementation like many others?

➔ **The adoption paradox:**
==80%== of professionals use Generative AI at work, but ==57%== of organisations feel *unprepared* for AI-driven disruption and implementation.
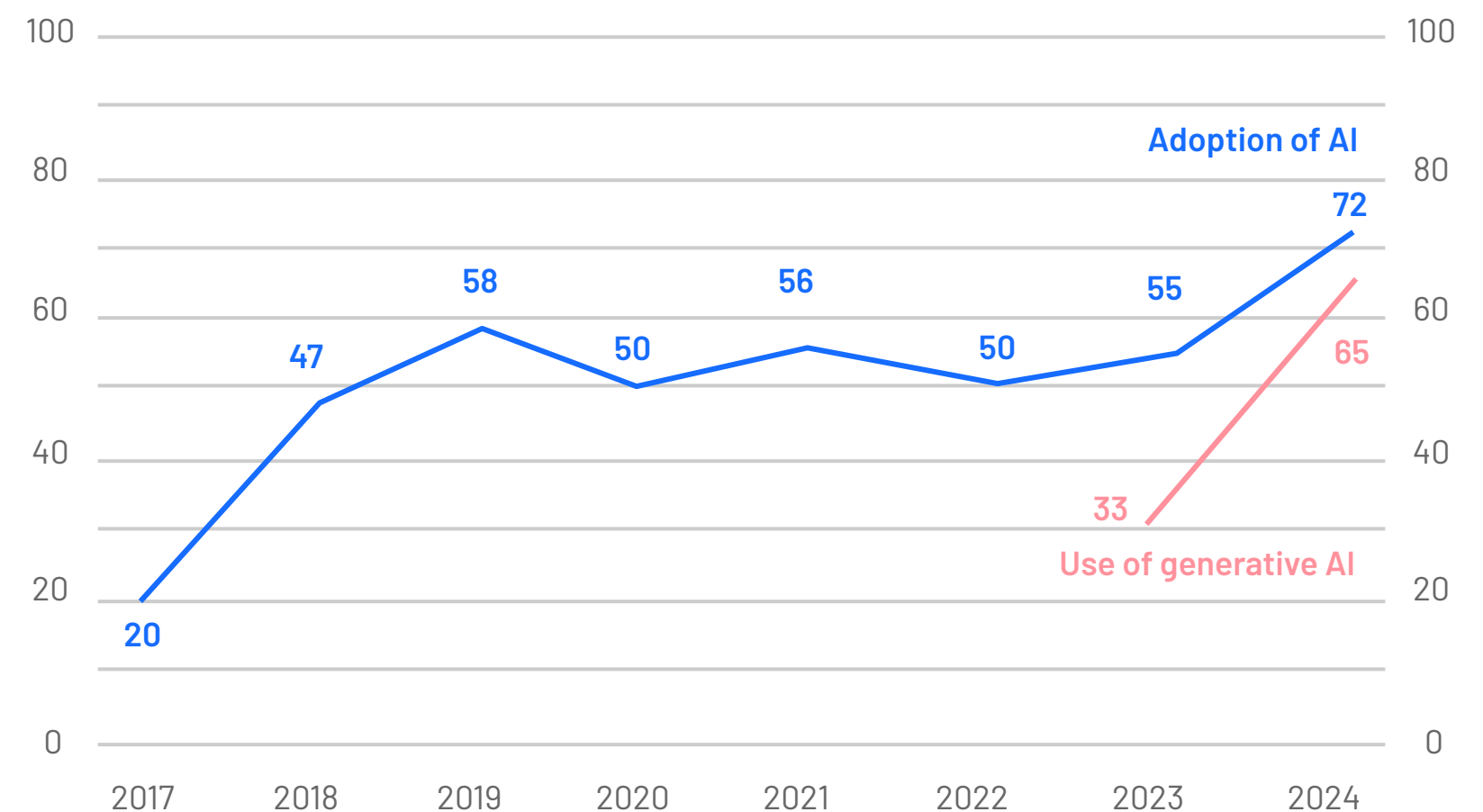
➔ **Adoption ≠ Productivity:**
Rising AI adoption doesn't mean easy implementation. Execution is key!

➔ **High project failure rate:**
HBR reports that 70-80% of AI projects fail.

Organisations that have adopted AI in at least 1 business function

Adoption of AI
72
58
47
56
55
50
50
20
Use of generative AI
65
33

2017 2018 2019 2020 2021 2022 2023 2024

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Looking to crack the code of AI implementation?
Understand the biggest hurdles

Organisational Challenges Implementing AI

Challenge	Percentage
Difficulty in integrating AI into existing workflows	12%
Compliance with AI laws and regulations	11%
Limited budget for training initiatives	11%
Resistance to change among employees	11%
Lack of AI talent / difficulty in hiring AI talent	11%

*Because I'm so new to using AI, I don't even know all the practical applications. **So I think training would be the big thing.** What are the practical applications of AI in a role like mine and in a company like ours? What are we not doing that we could be doing?*

**Consultant, US
(Woman, age 56)**

(Source: Oliver Wyman Report)

These challenges underscore the need for tech and skill prioritisation, resource allocation, and cultural readiness for businesses to successfully harness the power of [Generative] AI.

The #1 blocker to successful AI implementation is a lack of AI and GenAI literacy
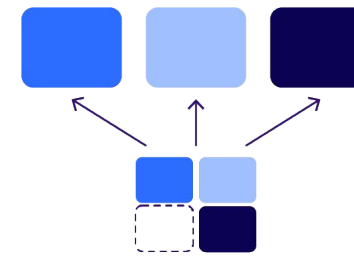## To move from challenges to AI Maturity

Top business leaders are focused on:

→

Realising the biggest returns through:
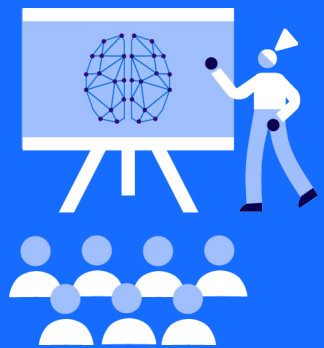
👉 **Comprehension:**

Building AI confidence through education and practical skills.

Strategy:

Having a defined AI and GenAI roadmap.

Talent:

Engaging in curated learning paths to build foundational AI skills.

Training Gap:

Yet, ⅔ of organisations do not emphasize training on new technologies sufficiently

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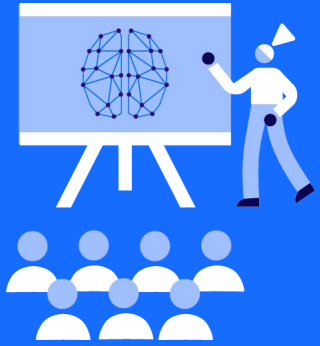
From challenges to AI Maturity
Bridging the gap with AI literacy

Business leaders cite the number on blocker to AI implementation as a lack of AI and GenAI literacy in non-tech roles as the

Training Gap:

⅔ of organisations do not emphasize training on new technologies sufficiently

Business leaders are focused on:
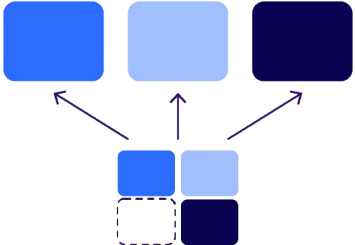

Comprehension:

Train your team on AI and GenAI.

Concerns:

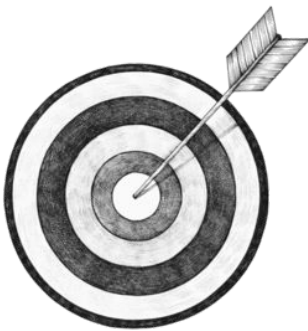Prioritise safety and reliability.

Collaboration:

Promote human-AI collaboration.

Context:

Develop a comprehensive AI strategy.

Calibration:

Measure and enhance AI's impact.

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Which AI Maturity stage is your company in?
We'll help you find out and progress with tailored AI Paths

Identify and advance your AI maturity with targeted learning paths.

Paths Offered:
➔ **Stage 1:** AI Skepticism
➔ **Stage 2:** AI Activation
➔ **Stage 3:** AI Experimentation
➔ **Stage 4:** AI Scaling

Why Choose Tailored Learning?
Focused development ensures relevant skill acquisition and maximises business impact.

Stage 5: AI Maturity
➔ Organisations achieve AI excellence, skillfully leveraging the technology to drive transformative results.
➔ AI maturity is characterized by a deep, strategic alignment between AI capabilities and organisational goals.

Stage 4: AI Scaling
➔ AI becomes integrated into organisations' operations, reshaping workflows and decision-making processes.
➔ At this stage, AI is no longer an auxiliary tool but a core component of operational strategy.

Stage 3: AI Experimentation
➔ With initial successes, organisations ramp up adoption and start scaling AI initiatives.
➔ This critical phase addresses the challenges of broader organisation-wide AI integration.
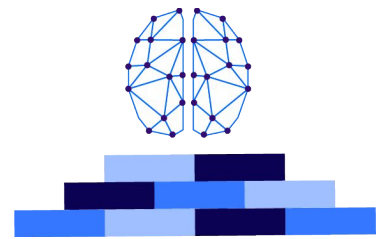
Stage 2: AI Activation
➔ Pilot projects are launched to test the waters and gain hands-on experience with AI.
➔ This stage involves small-scale experiments to understand the implications and value of AI technologies.
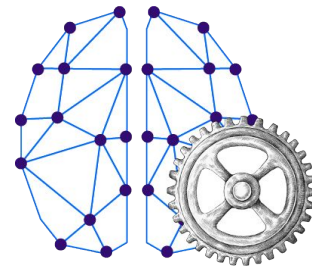
Stage 1: AI Skepticism
➔ Organisations recognise AI's potential and start exploring its applications.
➔ This initial stage is about opening up to the possibilities AI can offer.
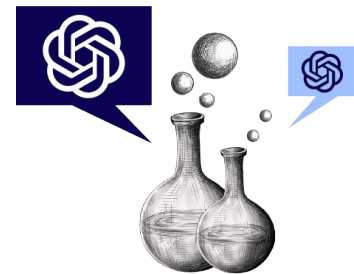
Mapping skills to AI maturity

Stage 1
AI Skepticism

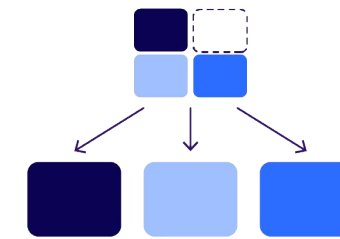Understand basic AI literacy and LLMs. From simple applications to the potential in your team.

Stage 2
AI Activation

Understand strategic considerations, like ethics and security, in AI implementation.

Stage 3
AI Experimentation
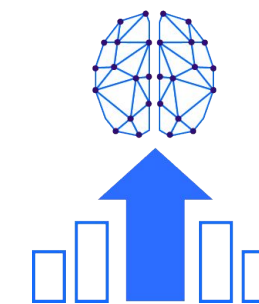
Explore AI applications like ChatGPT and CoPilot to experiment and effectively measure AI effectiveness.

Stage 4
AI Scaling

Understand AI's role across workflows. Build excitement around AI benefits with practical frameworks.

Stage 5
AI Maturity

Maximise team productivity and efficiency. Learn to optimise workflows and streamline operations with AI.

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Example implementation path
Building foundations and activating AI

Outcomes: Strategic AI implementation, ethical considerations.
Why Accelerate? Fast-track your AI capabilities for quick, impactful results.

Discuss questions

Start

Live
Inspiration session

AI and Machine Learning Fundamentals

AI Business Strategy

Growth Mindset and Experimentation

Live
Expert session

Hypothesis Testing and Statistical Inference

Let's get started!

Practice along the way

Live
Expert session

Building A Data Culture

AI-Powered Predictive Insights

GenAI: ChatGPT and Prompt Engineering

Live
Implementation workshop

Ready to implement

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Example implementation path
Experimenting with AI

Outcomes: Practical experimentation, measuring AI effectiveness.
Why Experimentation Matters: Identify what works before scaling AI solutions.

Discuss questions

Start

Live — Inspiration session

AI and Machine Learning Fundamentals

AI Business Strategy

Growth Mindset and Experimentation

Live — Expert session

GenAI: ChatGPT and Prompt Engineering

Let's get started!

Practice along the way

Live — Expert session

GenAI for Design: Text prompts and Visual Communication

AI-Powered Predictive Insights

Live — Implementation workshop

Ready to implement

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Example implementation path
Scaling AI across the organisation

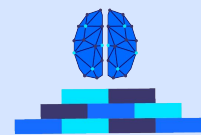Outcomes: Practical experimentation, measuring AI effectiveness.
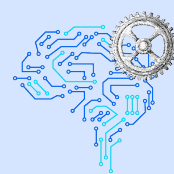Scaling Success: Frameworks and best practices for organisation-wide AI adoption.

Discuss questions

Start

Live

Inspiration session

AI Business
Strategy

AI for
Productivity

Growth Mindset and
Experimentation

Live

Expert session

Data-Driven Strategies
for Business Growth

Let's get started!

Practice along the way

Live

Expert session

Scaling Complex
Projects

Leading Change
Management

Live

Implementation
workshop

Ready to implement

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Choose your modules

AI, Data, and Digital Leadership

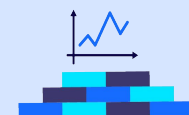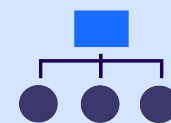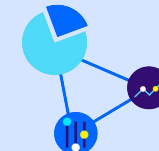|		
AI and Machine Learning Fundamentals	**AI Business Strategy**	**GenAI for Text: ChatGPT and Prompt Engineering**
GenAI for Design: Text Prompts and Visual Communication	**AI for Productivity**	**AI-Powered Predictive Analytics**
Data-Informed Decision- Making	**Descriptive Analytics Fundamentals**	**Hypothesis Testing and Statistical Inference**
Predictive Analytics for Business	**Making Analytics work Through Stakeholder Engagement**	**Managing Data Projects**
Leading an Antifragile Organisation	**Growth Mindset and Experimentation**	**Data-Driven Strategies for Business Growth**
Building a Data Culture	**Cultivating a Learning Organisation**	**Leading Change Management**

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Interested in getting better at doing AI?
Accelerate your AI journey and achieve faster, more effective results

GenAI for managers:
Marketing and Sales Tools
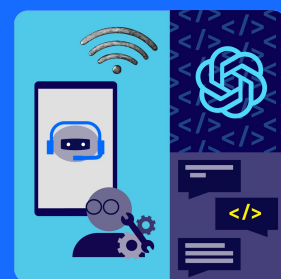
GenAI for managers:
Prompt engineering skills
for marketing and sales

Custom GPTs:
Our guide to creating your
personal AI assistants

Mastering ChatGPT for
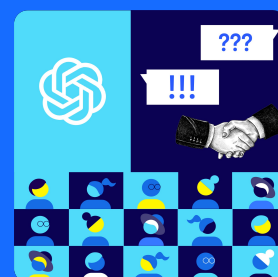Enhanced Marketing
Playbooks

ChatGPT
Data Analysis

A Leader's Guide to Setting
Expectations and Scoping
First Use Cases

A Leader's Blueprint for
GenAI-Driven Skills
Mapping
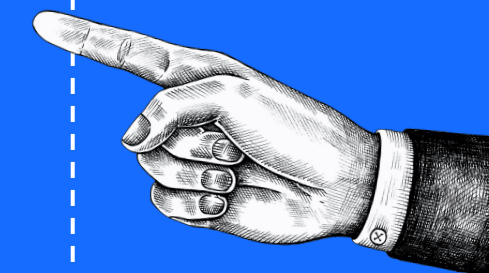
The art of editing
in the age of AI

Unlocking your team's
potential with ChatGPT

Starting with
internal AI adoption

Ethical Use of
Generative AI Tools

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Gain hands-on experience
With cutting-edge AI tools

Text-Generation

ChatGPT

Bing

Bard

Image and Video Generation

Opus Clip

OpenAI DALL·E 2

Rephrase.ai

runway

Stable Diffusion

midjourney

DREAM STUDIO

Audio

stability.ai

Visual Communication-Generation

Framer

Gamma

Galileo

Canva

ClipDrop

Productivity Tools

Google Duet IA

Microsoft 365 Copilot

PDF

Merlin

Notion AI

Photo-editing

PRISMA LABS

imagen

GrowthTribe
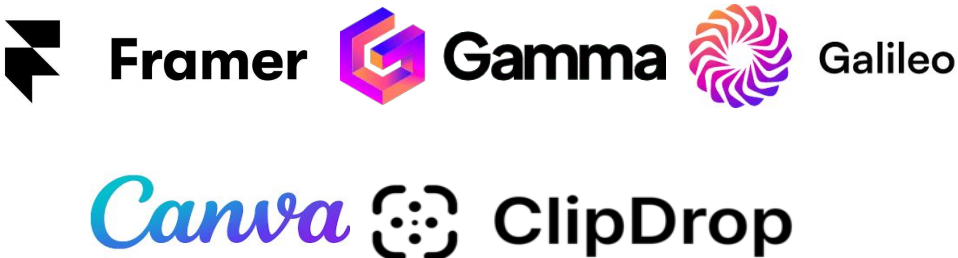
AI use cases and examples

Use Case	Company	Example of AI Usage	
Product Development	Unilever	Employed AI for market research and product development, reducing the time to market for new products by 50%.	**Read more**
Personalised Marketing	NIKE	Used AI to personalise product recommendations and create customised landing pages, resulting in a 20% increase in conversion rates.	**Read more**
Customer Service	SEPHORA	Utilised AI chatbots for customer service and product recommendations, resulting in an 11% increase in booking rates for in-store services.	**Read more**
Dynamic Pricing	airbnb	Used AI for dynamic pricing and personalized search results, leading to a 5% increase in bookings and improved customer satisfaction.	**Read more**

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Trusted by leading brands

Ronald Voorn
Ex-CMO

Now that I'm writing this blog post, a couple of days after the course, there's only one way to describe my experience: 'WOW'. I've never attended such an interesting course in my life!

Louise Van Hees
Customer Lead Innovation Team

What a great course! Feels like I have had a whole semester of courses in just 2 days. So much great knowledge and insights. If you want to be ahead of the crowd, sign up!

Lizbeth Castillo
Head of I2M Excellence

Best training for someone that knows very little about AI cause it has the balance between explaining the basics together with what a business needs for its implementation. Demonstrating some of the-off the- shelf AI tools is a needed plus to the training.

Trusted by leading brands

Software Improvement Group

Enhanced our understanding and application of new technologies and processes. It added valuable insights to our knowledge base and provided a solid foundation for integrating AI into our operations. This course is an excellent primer on AI and its practical applications.

VMI Group

Increased enthusiasm about AI and its potential. Learning how to use AI to boost productivity and gain predictive insights.

StudyPortals

Easy to follow and provided practical tools and examples. It helped us understand the basic foundations of how AI works but also equipped me with tools to create solutions independently.

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Growth Tribe upskills individuals and teams to boost business performance with actionable skills in A.I. & Data, Digital & Growth Marketing, Digital Leadership & Business Skills.

How?

In an era where digital proficiency is paramount, Growth Tribe ensures your teams stay relevant and future-proof with blended learning. We provide actionable, practical training that equips your workforce with the skills needed to navigate and thrive in the digital landscape.

35.000+
Global Alumni

1000+
Companies Trained

FEATURED IN
TIME
#5 Ranked EdTech company in Europe

9/10
Satisfaction score for our corporate programs.

Boehringer Ingelheim · bunq · temper · ABN·AMRO · Ahold Delhaize · AMNESTY INTERNATIONAL · bynder · catawiki

EVBOX · Heineken · HelloPrint · Inchcape · ING · Onefit · LABFRESH · Nike

PHILIPS · Rabobank · Schneider Electric · nationale nederlanden · Takeaway.com · tomtom · Unilever · we

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Ready for the Next Level of AI Maturity?

Book a call with a learning consultant now!

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