

# Fixing Skills Gaps Across Departments

Boost Performance With  
Department-Specific Learning Paths



Thrive in The Digital Era

- Data Visualisation Techniques
- GenAI for Text with ChatGPT
- Conversion Research
- Product Roadmap Development
- Visual AI Prompt for Design

Experimentation for CRO



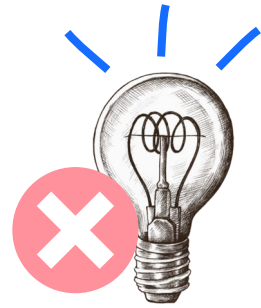
93% Completed in time  
9/10 Satisfaction score  
75 NPS

# 44%

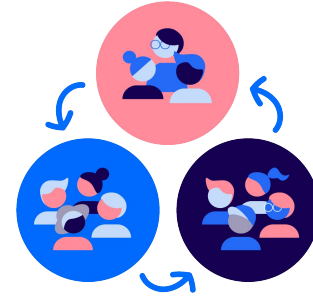
of core skills are expected to change by 2027, highlighting significant **skills gaps across various industries.**

*World Economic Forum's 'Future of Jobs Report' 2023*

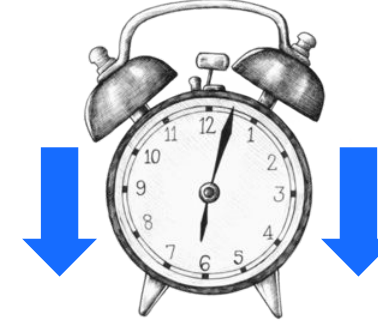
# This widening digital skills cap can lead to



**Reduced innovation capacity**



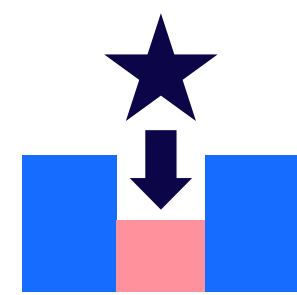
**Less cross-functional collaboration**



**Decreased productivity**



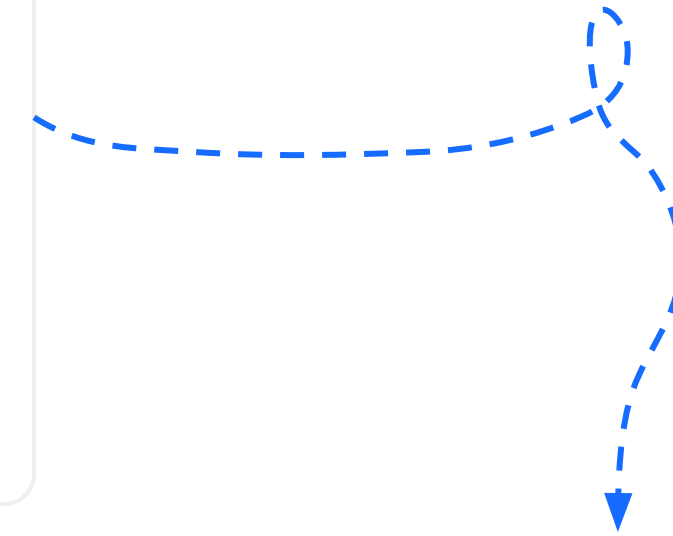
**Higher risk for disruptive changes**



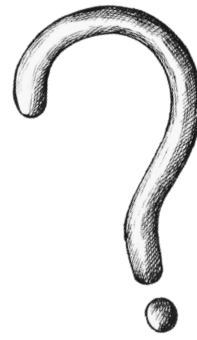
**Reduced competitiveness**



**Compliance and legal risks**

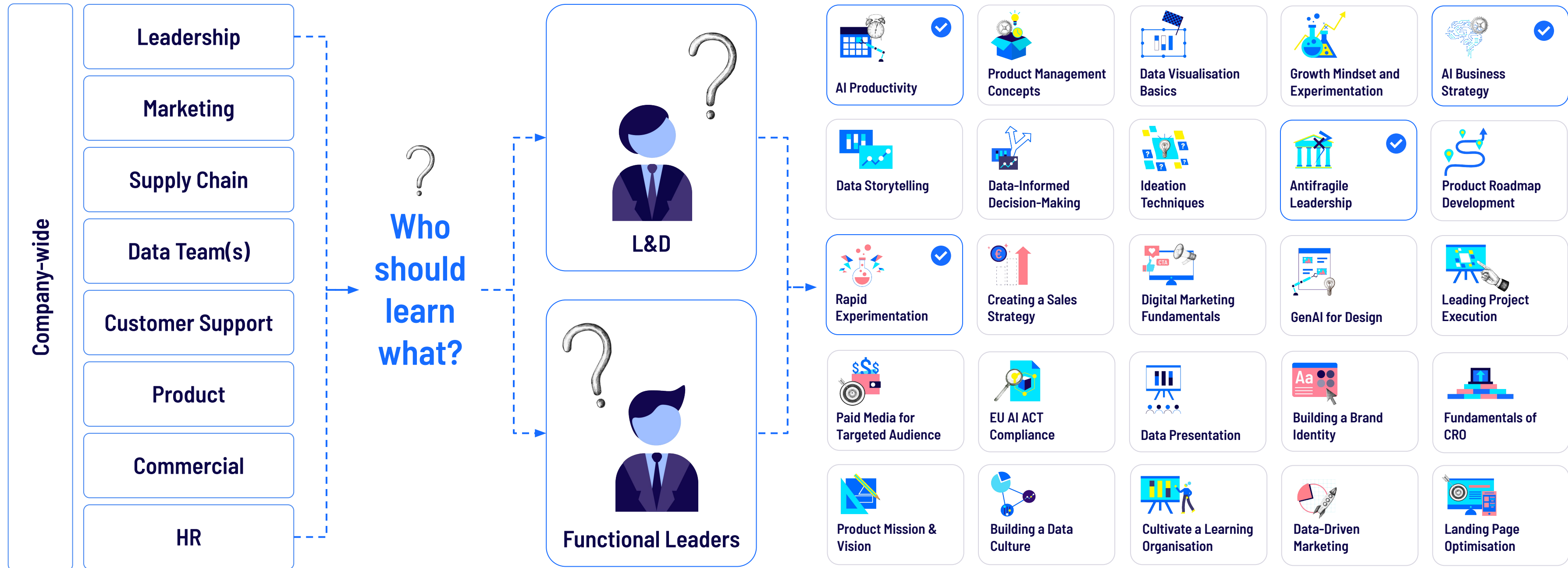


Upskilling is essential in today's rapidly evolving digital landscape to ensure businesses stay competitive and adaptable. As new technologies emerge, employees must develop the skills to leverage these tools effectively, driving innovation, productivity, and efficiency.

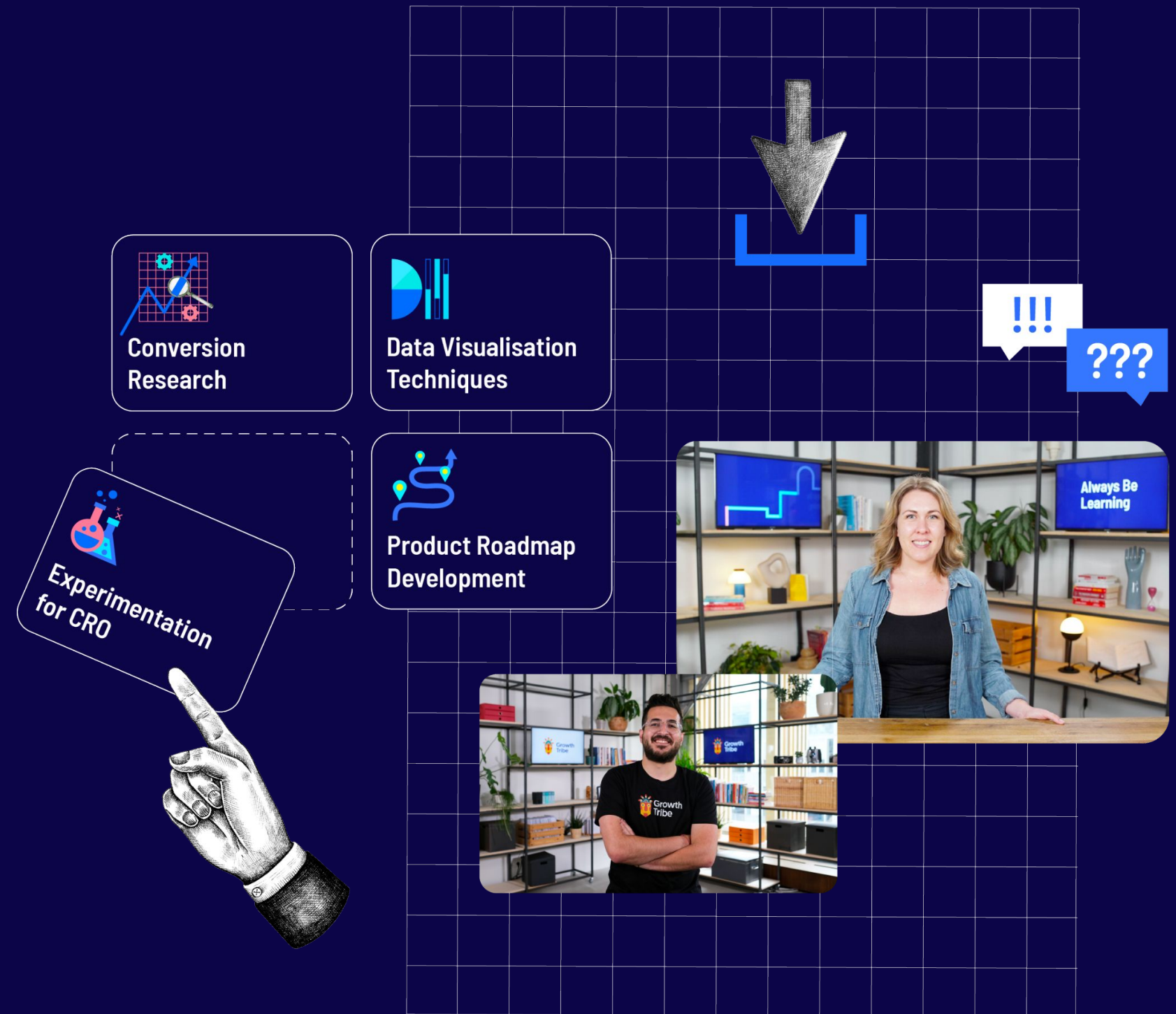


# But Where Should We Be Upskilling/Reskilling?

It's no easy task to run learning needs assessments and decide which capabilities teams should focus on next.



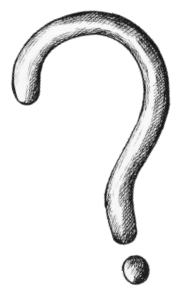
# Commercial Teams



# 25%

of B2B sales leaders believe their teams have the right skills to succeed in today's digital-first, data-driven selling environment.

*Forrester. (2023). B2B Sales Survey.*



# The Top 3 Challenges We Usually See in Commercial Teams

Common Obstacles That Impact Performance



## 1. Lack of Data Literacy and Data-Driven Decision-Making

Teams are not fully leveraging the data at their disposal, leading to missed opportunities for growth. Limited data literacy is preventing us from making more informed, strategic decisions and optimising customer experiences. Without a strong understanding of how to interpret and apply data insights, teams struggle to drive performance and improve business outcomes.



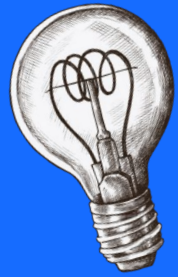
## 2. Missing Cross-Functional Collaboration and a Unified Way of Working

Misalignment and poor cross-functional collaboration create silos, slowing decision-making and weakening the ability to execute unified strategies. Without strong leadership and organisational agility, commercial teams struggle to adapt to market shifts, align across departments, and respond swiftly to emerging challenges.



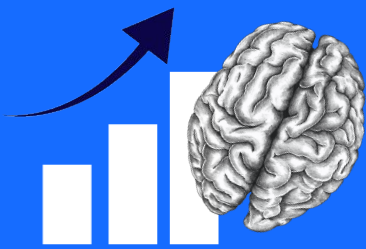
## 3. Navigating Digital Transformation and Customer-Centric Strategies

Teams are falling behind in adopting digital tools and delivering personalised, customer-centric experiences. The skills gap in digital transformation is slowing growth and adding pressure, as balancing innovation with everyday execution remains a constant challenge.



# Capabilities to Focus on for Impact

Key Skills to Drive Commercial Success



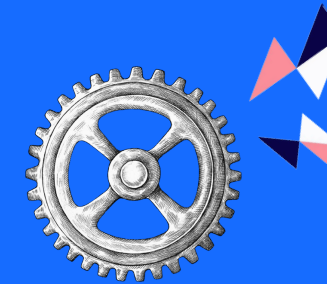
## 1. Strengthening Data Literacy and Data-Informed Decision-Making

Teams need to develop stronger data literacy, enabling them to analyse key performance metrics effectively and apply data-driven insights. By fostering a culture of data-informed decision-making and experimentation, teams can improve strategic outcomes and enhance overall business performance.



## 2. Cross-Functional Collaboration and Organisational Agility

Commercial teams should focus on enhancing cross-functional collaboration by promoting agile methodologies and fostering strong leadership. Building a common language across departments will facilitate better communication and alignment while encouraging agility will enable teams to adapt quickly to market changes.



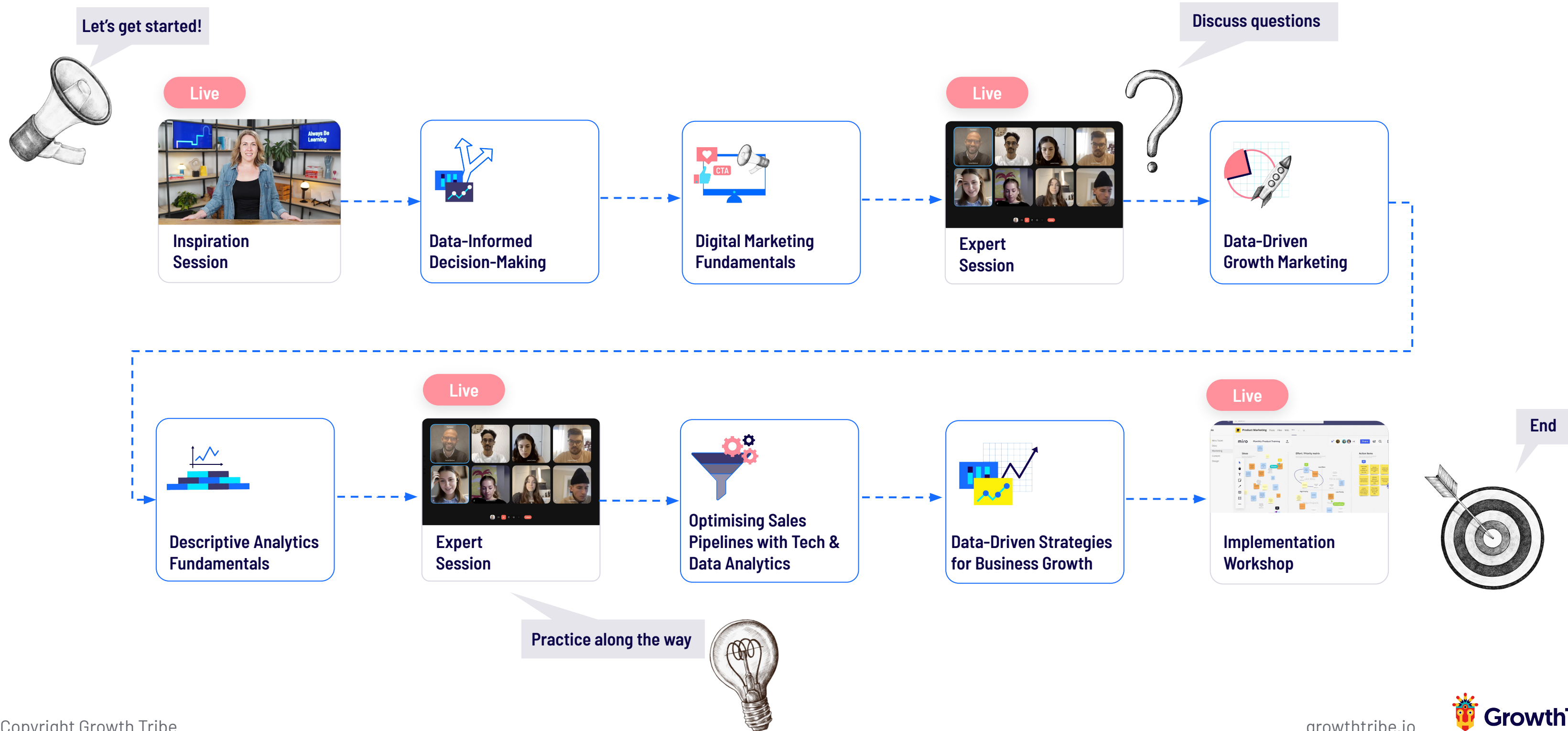
## 3. Digital Transformation and Customer-Centric Growth

To remain competitive, teams must adopt cutting-edge digital tools and develop customer-focused strategies. This requires embracing new technologies, gaining a deep understanding of customer personas and journeys, and crafting tailored approaches that meet client needs. Continuous improvement in delivering personalised, customer-centric experiences is crucial.


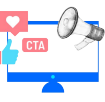
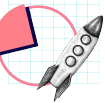
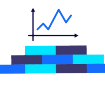



# 1. Data Literacy and Data-Informed Decision-Making

## Learning Path Example

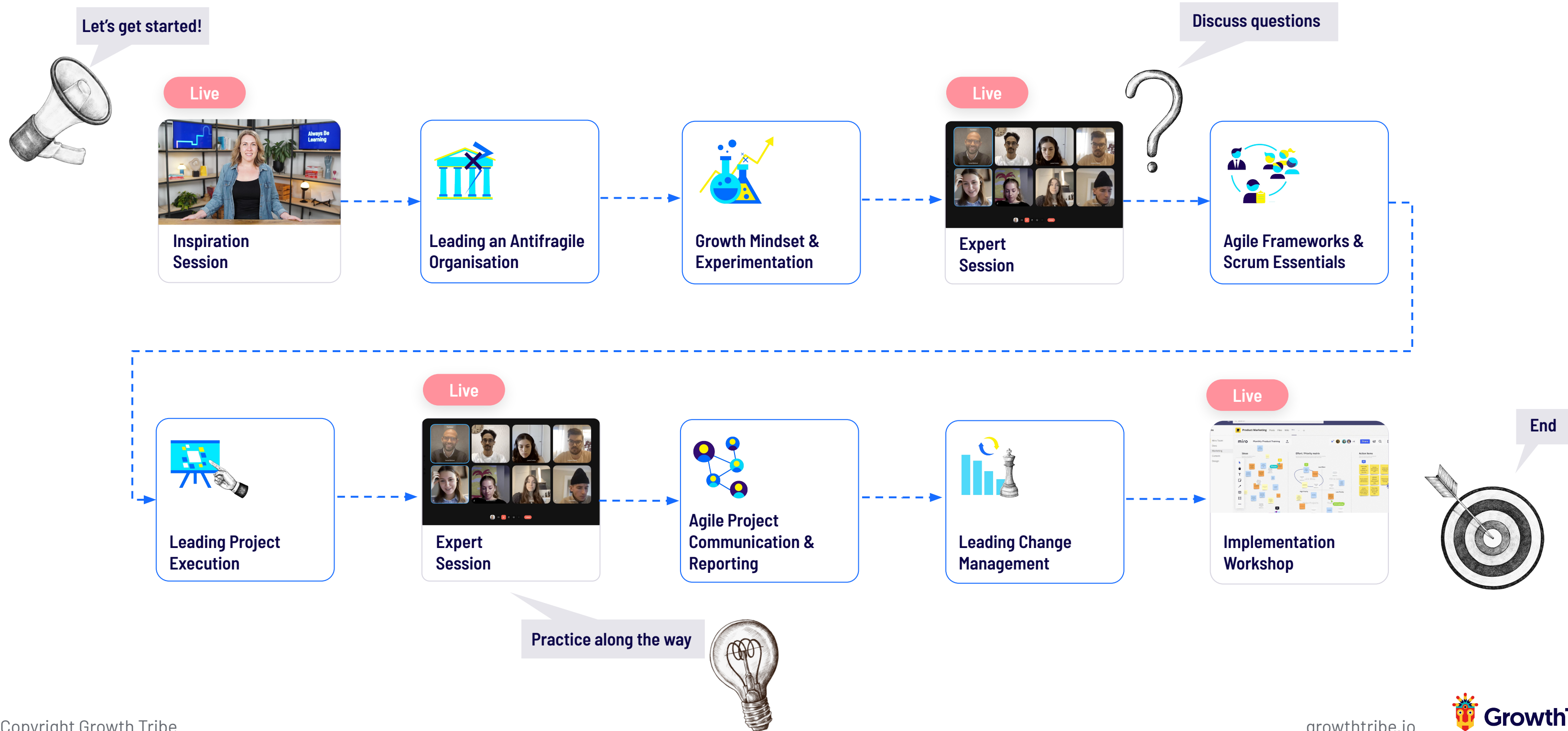


# 1. Data Literacy and Data-Informed Decision-Making - Modules Overview

Module	About	Focus Skills	Lessons
 <b>Data-Informed Decision-Making</b>	<b>Use data insights for smarter decision-making</b> Cultivate a data-informed mindset, gaining the ability to classify and dissect decision-making.	<ul style="list-style-type: none"> <li>→ Data-Informed Mindset</li> <li>→ Data-Driven Decision-Making</li> <li>→ Strategic Thinking</li> </ul>	<ul style="list-style-type: none"> <li>→ Classifying decision-making</li> <li>→ Dissecting a decision</li> <li>→ Becoming data-informed</li> <li>→ Data-informed organisation</li> </ul>
 <b>Digital Marketing Fundamentals</b>	<b>Reach global audiences, drive online presence</b> Understand digital marketing fundamentals, learn how to create effective customer personas, and understand the customer journey for marketing success.	<ul style="list-style-type: none"> <li>→ Data-Informed Decision-Making</li> <li>→ Customer Personas</li> <li>→ Customer Journey</li> </ul>	<ul style="list-style-type: none"> <li>→ Being data-driven</li> <li>→ Building personas and customer jobs</li> <li>→ Customer journey with the Pirate funnel</li> <li>→ The GROWS Process</li> </ul>
 <b>Data-Driven Growth Marketing</b>	<b>Fuelling growth: Strategies driven by data</b> Learn about how data has changed over time, the difference between quantitative and qualitative data, and how these types of data can work together to help you analyse things better and make smarter decisions.	<ul style="list-style-type: none"> <li>→ Data Roles in Marketing</li> <li>→ Lean Analytics</li> <li>→ Data Utilisation</li> </ul>	<ul style="list-style-type: none"> <li>→ The importance of data and lean analytics</li> <li>→ The difference between quantitative and qualitative data</li> </ul>
 <b>Descriptive Analytics Fundamentals</b>	<b>Uncover data stories like a pro</b> Examine and summarise data to gain insights and understand patterns. Interpreting charts and correlations and constructing a KPI tree for data-driven insights.	<ul style="list-style-type: none"> <li>→ Data Literacy</li> <li>→ Data Analytics</li> <li>→ Measurement Strategy</li> </ul>	<ul style="list-style-type: none"> <li>→ Evaluating descriptions</li> <li>→ Reading charts and correlations</li> <li>→ Building a KPI tree</li> <li>→ Case study &amp; Lab</li> </ul>
 <b>Optimising Sales Pipelines with Tech &amp; Data Analytics</b>	<b>Sales excellence: Succeed with optimised sales pipelines</b> Quantify your sales process and optimise your sales pipeline with CRM tools and technology.	<ul style="list-style-type: none"> <li>→ Business Intelligence</li> <li>→ CRM Tools and Technologies</li> <li>→ Metrics and KPIs</li> </ul>	<ul style="list-style-type: none"> <li>→ Quantifying the sales process</li> <li>→ Introduction to business intelligence</li> <li>→ CRM tools &amp; technology</li> <li>→ Collaborate with marketing &amp; run a healthy business</li> </ul>
 <b>Data-Driven Strategies for Business Growth</b>	<b>Elevate business: Data-driven leadership</b> Harness the power of data to make well-informed decisions, propelling sustainable business growth and enhancing competitive advantage.	<ul style="list-style-type: none"> <li>→ Data Strategy</li> <li>→ Data Maturity</li> <li>→ Data-Informed Decision Making</li> </ul>	<ul style="list-style-type: none"> <li>→ The primary purpose of data usage</li> <li>→ The pillars of data maturity</li> <li>→ Prioritise key business questions</li> <li>→ Make data useful for decision-making</li> </ul>

# 2. Cross-Functional Collaboration and Organisational Agility

## Learning Path Example

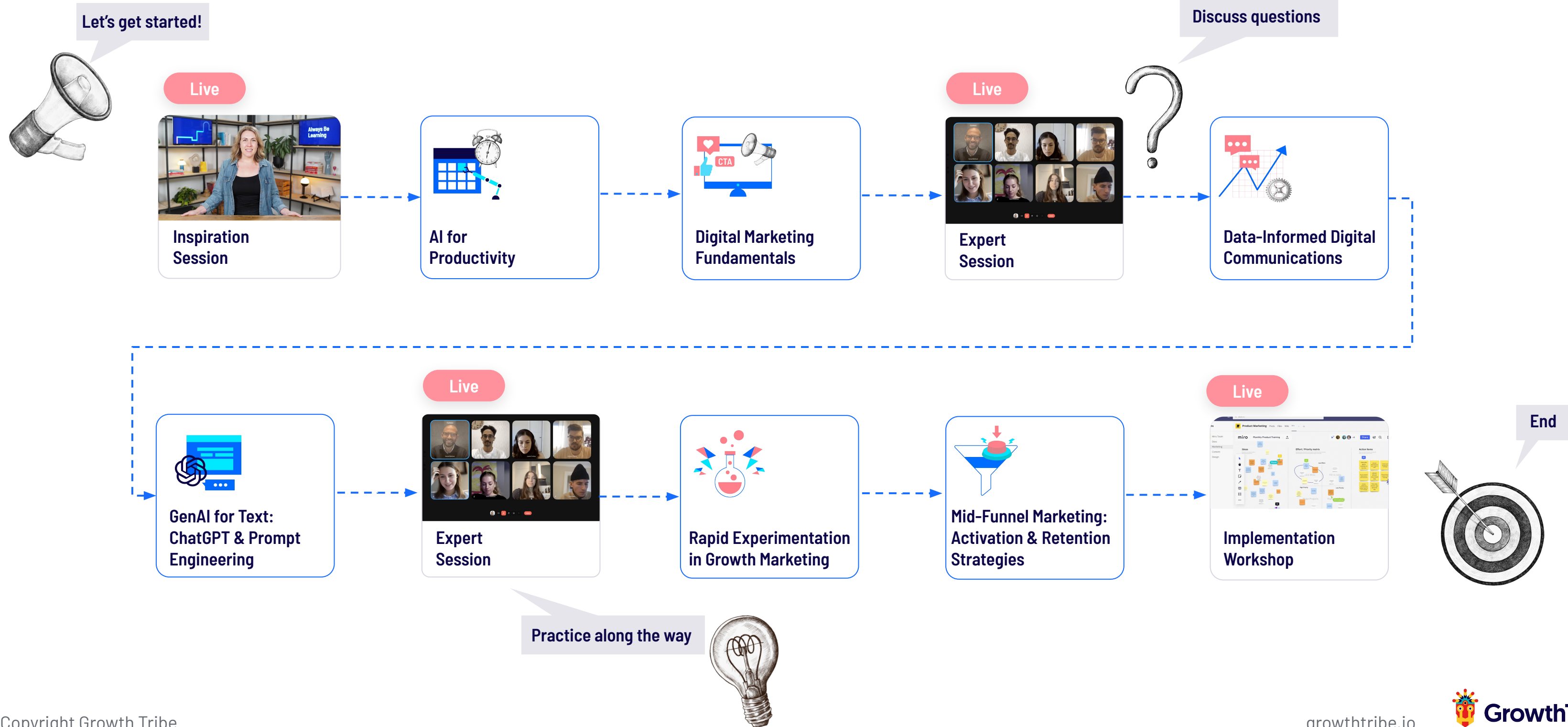


## 2. Cross-Functional Collaboration and Organisational Agility - Modules Overview







Module	About	Focus Skills	Lessons
 <b>Leading an Antifragile Organisation</b>	<b>Resilient leadership for digital success</b> Discover principles and tactics that empower your organisation to thrive amid uncertainty and change, fostering agility and adaptability.	<ul style="list-style-type: none"> <li>→ Leadership</li> <li>→ Change Management</li> <li>→ Digital Transformation</li> </ul>	<ul style="list-style-type: none"> <li>→ Complex and complicated systems</li> <li>→ Fragile vs. antifragile</li> <li>→ Your responsibility as a leader</li> <li>→ Plan of attack: Mapping your desired change</li> </ul>
 <b>Growth Mindset &amp; Experimentation</b>	<b>Digital leadership: Embrace change &amp; foster growth</b> Cultivate a culture of constant enhancement and innovation by nurturing growth mindsets and ensuring team members feel psychologically secure to explore new avenues.	<ul style="list-style-type: none"> <li>→ Psychological Safety</li> <li>→ Change Strategy</li> <li>→ Innovation</li> </ul>	<ul style="list-style-type: none"> <li>→ Why experimentation?</li> <li>→ The growth mindset</li> <li>→ The process of de-risking</li> <li>→ Types of experiments</li> </ul>
 <b>Agile Frameworks &amp; Scrum Essentials</b>	<b>Agile &amp; scrum proficiency for team &amp; product value</b> Learn Agile principles, refine your understanding of user stories, prioritise projects using the MoSCoW method, and become a proficient practitioner of the transformative Agile-Scrum methodology.	<ul style="list-style-type: none"> <li>→ Agile Methodology &amp; Mindset</li> <li>→ Scrum Methods and Ceremonies</li> <li>→ Estimations</li> </ul>	<ul style="list-style-type: none"> <li>→ Agile mindset / principles / processes and practices</li> <li>→ Roles and responsibilities</li> <li>→ Estimation methods</li> <li>→ Time-boxed agendas and Scrum ceremonies</li> </ul>
 <b>Leading Project Execution</b>	<b>Guiding projects, shaping culture, leading success</b> Learn resource management, how to align projects with company culture, and define your management style to lead successful projects.	<ul style="list-style-type: none"> <li>→ Leadership &amp; Collaboration</li> <li>→ Business Intelligence</li> <li>→ Company Culture Awareness</li> </ul>	<ul style="list-style-type: none"> <li>→ Resource management</li> <li>→ Projects and company culture</li> <li>→ Project management style</li> <li>→ Leadership capabilities</li> </ul>
 <b>Agile Project Communication &amp; Reporting</b>	<b>Agile: Data-driven updates &amp; clear comms</b> Gain proficiency in project communication, utilising AI-generated charts, seamlessly tracking project progress and ensuring alignment with customer requirements.	<ul style="list-style-type: none"> <li>→ Agile Metrics</li> <li>→ Agile Chart Creation</li> <li>→ Agile Project Visuals</li> </ul>	<ul style="list-style-type: none"> <li>→ Charts, metrics, and monitoring</li> <li>→ Communicate deliverables and customer needs</li> <li>→ Burn-down charts &amp; updates</li> <li>→ Adapt to different audiences</li> </ul>
 <b>Leading Change Management</b>	<b>Leading change for organisational transformation</b> Develop a leadership approach to steer successful change management and overcome challenges within an evolving digital environment.	<ul style="list-style-type: none"> <li>→ Strategic Planning</li> <li>→ Change Management</li> <li>→ Leadership</li> </ul>	<ul style="list-style-type: none"> <li>→ Why change fails</li> <li>→ The change canvas</li> <li>→ Change Management: Breaking down the 8-step plan</li> </ul>

# 3. Digital Transformation and Customer Centric Growth

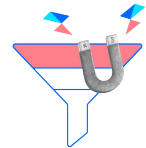






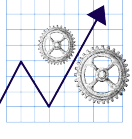


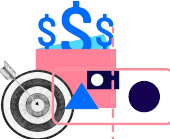
## Learning Path Example



# 3. Digital Transformation and Customer Centric Growth – Modules Overview

Module	About	Focus Skills	Lessons
 <p><b>AI for Productivity</b></p>	<p><b>Boost efficiency with AI</b> Streamline operations and amplify efficiency using AI-powered solutions. Explore how AI can enhance productivity across various business functions.</p>	<ul style="list-style-type: none"> <li>→ AI Mindset</li> <li>→ AI Application</li> <li>→ Scoping Projects with AI</li> </ul>	<ul style="list-style-type: none"> <li>→ The mindset for automation</li> <li>→ AI for personal productivity</li> <li>→ Team productivity</li> <li>→ Operational and organisational productivity</li> </ul>
 <p><b>Digital Marketing Fundamentals</b></p>	<p><b>Reach global audiences, drive online presence</b> Understand digital marketing fundamentals, learn how to create effective customer personas, and understand the customer journey for marketing success.</p>	<ul style="list-style-type: none"> <li>→ Data-Informed Decision-Making</li> <li>→ Customer Personas</li> <li>→ Customer Journey</li> </ul>	<ul style="list-style-type: none"> <li>→ Being data-driven</li> <li>→ Building personas and customer jobs</li> <li>→ Customer journey with the Pirate funnel</li> <li>→ The GROWS Process</li> </ul>
 <p><b>Data-Informed Digital Communications</b></p>	<p><b>Data-driven strategies using personas</b> Utilise data for targeted engagement. Understand and connect with your audience effectively through data-informed digital communication strategies.</p>	<ul style="list-style-type: none"> <li>→ Building Personas</li> <li>→ A/B testing</li> <li>→ Qualitative Research</li> <li>→ Customer Journey Mapping</li> </ul>	<ul style="list-style-type: none"> <li>→ Your users and their journey</li> <li>→ Turning info into insights</li> <li>→ A/B Testing</li> <li>→ Cross-cultural messaging</li> </ul>
 <p><b>GenAI for Text: ChatGPT &amp; Prompt Engineering</b></p>	<p><b>Use text AI to craft compelling content</b> Dive into the world of AI-driven text generation with ChatGPT. Learn how to use prompt engineering to create engaging content and boost customer engagement.</p>	<ul style="list-style-type: none"> <li>→ LLM Applications and Systems</li> <li>→ AI Ethics</li> <li>→ Prompt Engineering</li> </ul>	<ul style="list-style-type: none"> <li>→ What are LLMs?</li> <li>→ LLM applications</li> <li>→ Prompt engineering</li> <li>→ LLMs at scale</li> </ul>
 <p><b>Rapid Experimentation in Growth Marketing</b></p>	<p><b>Accelerating success: Experimentation in action</b> Learn the steps of experiment design. Discover how to develop ideas, create tests, and analyse results. Gain the skills needed to conduct effective and insightful experiments.</p>	<ul style="list-style-type: none"> <li>→ Experiment Prioritisation</li> <li>→ Experiment Management</li> <li>→ Analysing Experiment Results</li> </ul>	<ul style="list-style-type: none"> <li>→ Why experimentation is important</li> <li>→ Gather &amp; Rank experiment ideas</li> <li>→ Design and run an experiment</li> <li>→ Analyse and understand the results</li> </ul>
 <p><b>Mid-Funnel Marketing: Activation &amp; Retention Strategies</b></p>	<p><b>Bridging contact and purchase</b> Delves into Activation and Retention, emphasising the role of the 'Wow Moment' in driving user activation and how it links to sustained customer retention, thereby fostering long-term business success.</p>	<ul style="list-style-type: none"> <li>→ Achieving the "Wow!" Moment</li> <li>→ User Engagement Alignment</li> <li>→ User Loyalty Implementation</li> </ul>	<ul style="list-style-type: none"> <li>→ Defining your WOW moment</li> <li>→ Retention and user segmentation</li> </ul>

# Other Capabilities for Commercial Teams

Sales and Business Development	Funnel Marketing	Data Visualisation & Storytelling	Other
 Sales & Business Development Fundamentals	 Top-Funnel Marketing: Awareness & Acquisition	 Basic Data Visualisation Techniques	 Developing a Digital Communications Strategy
 Sales Prospecting, Pitching & Closing Deals	 Mid-Funnel Marketing: Activation & Retention Strategies	 Data Visualisation & Presentation Methods	 Retargeting Tactics & Email Marketing Best Practices
 Creating a Sales Strategy	 Bottom-Funnel Marketing: Revenue, CLTV & Virality	 Frameworks for Crafting Engaging Data Stories	 No-Code Landing Page Creation & Optimisation
 Commercial Growth & Diversification		 Enhancing Data Stories with an Audience-Centric Approach	 Paid Media for Targeted Audience Engagement

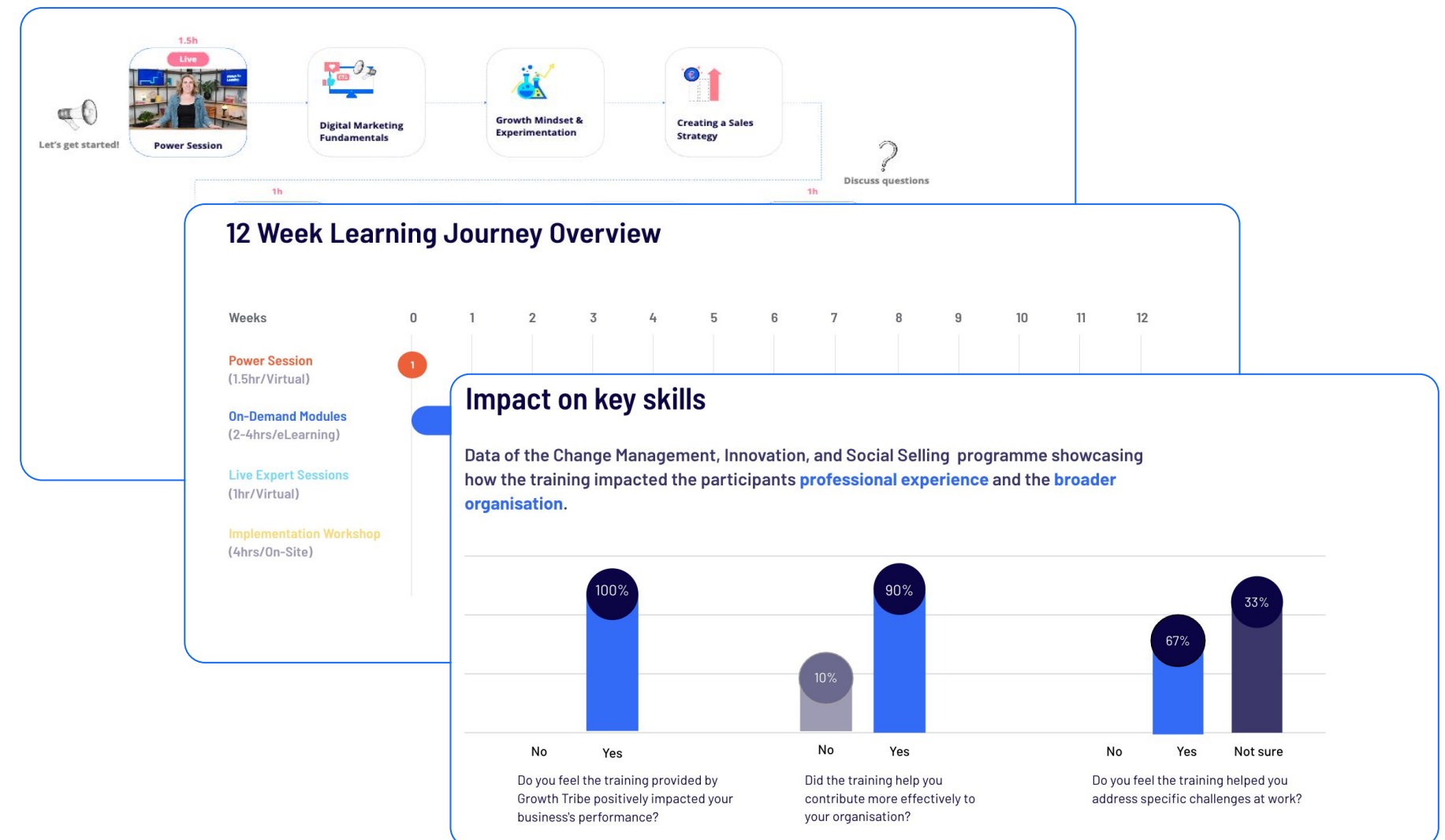


## Key Challenge

The key challenge is to drive sales growth by fostering better team alignment through a shared language and consistent ways of working. Additionally, improving collaboration and understanding of how to effectively engage with e-commerce partners is essential for achieving this objective.

## The Solution

Growth Tribe designed a fully customised learning journey for Schneider Electric. We used a blend of live and on-demand learning, focused on practical learning and hands-on implementation. In total, 12 weeks of learning led to a significant mindset shift across the commercial team.





# The Impact



Increased confidence & engagement at work.

90%

believed they **contribute** more effectively post-training.



9.3

average satisfaction score.



Increased role responsibility & productivity.

64%

indicated being able to collaborate more effectively with other departments.



"Now I start meetings with, 'What will we change today in our business?'—whether it's placing a product on a landing page or starting a new product launch. It's different, and it works."

*Stefan Knerrich - Key-Account-Manager E-Commerce*

# A Bit More About Growth Tribe

75+ Modules and more ...

Data Visualisation Techniques

GenAI for Text with ChatGPT

Conversion Research

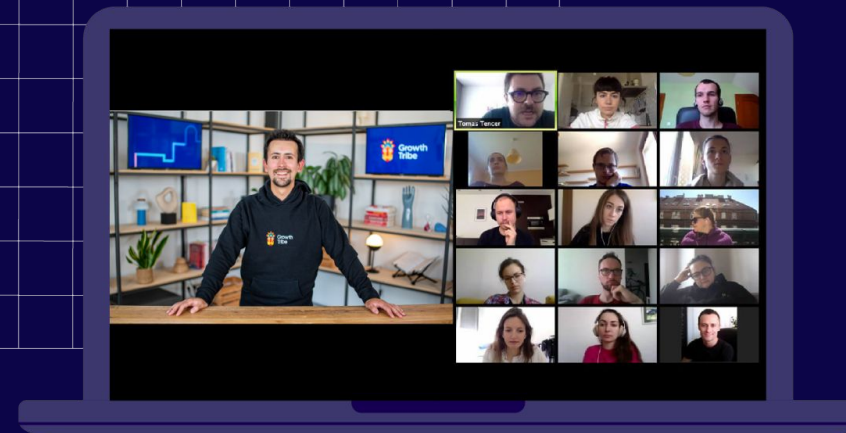
Product Roadmap Development

Visual AI Prompt for Design

Experimentation for CRD

15+ Certificates

Live & On-demand





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

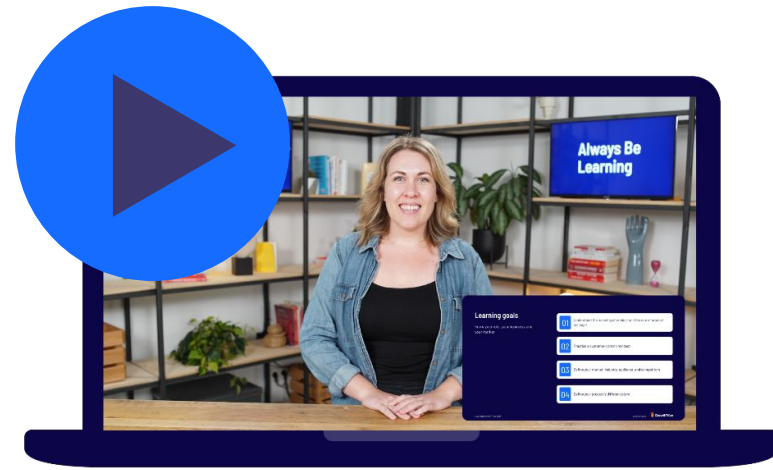
### How?

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.

<b>35.000+</b> Global Alumni	<b>1000+</b> Companies Trained
FEATURED IN <b>TIME</b> #5 Ranked EdTech company in Europe	<b>9/10</b> Satisfaction score for our corporate programmes.



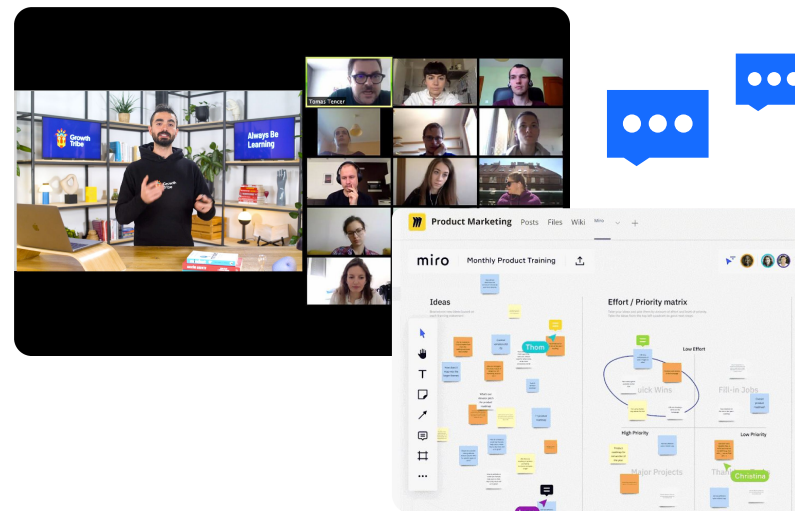
# Choose a Format **Adapted** to Your Needs



## On-demand

Scalability!

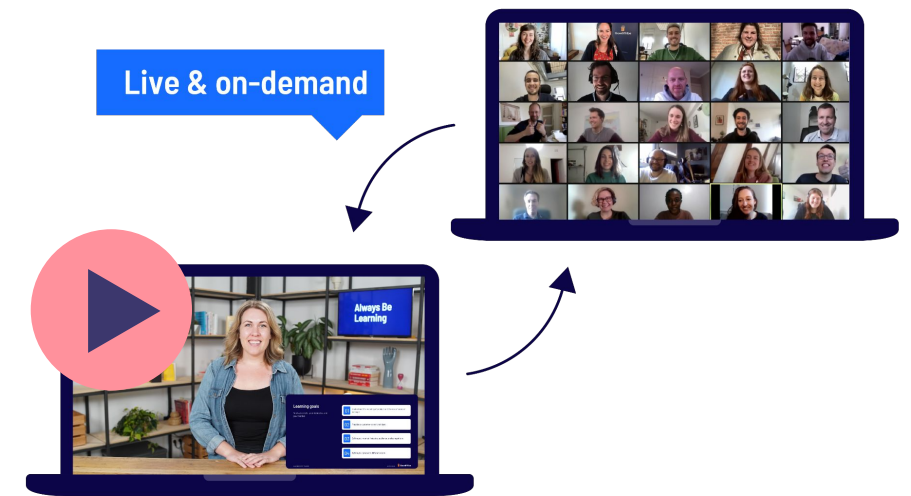
Learn at your own pace



## Live

Engagement!

Get answers from experts



## Hybrid

Best of both worlds

**93% Completed in time**  
**9/10 Satisfaction score**

# Our Learners Experience Continuous Learning Through Our On-Demand Platform

Each module provides a burst of knowledge on high-value topics like AI for Productivity, Design Thinking, and Building a Sales Pipeline...There's something for everyone.

The image displays a grid of 100 learning modules, each represented by a square icon with a title. A hand points to the 'Pitching and Closing Deals' module, and another hand points to the 'Cultivate a Learning Organisation' module. In the foreground, a laptop screen shows a 'Question break' about 'AI maturity model' with a list of topics and a mini-exercise.

**Learning Modules:**

- AI Productivity
- Product Management Concepts
- Data Visualisation Basics
- Growth Mindset and Experimentation
- AI Business Strategy
- Funnel Marketing
- Pitching and Closing Deals
- Descriptive Analytics
- Iterative Design
- Managing Data Projects
- Predictive Analytics for Business
- Content Marketing Strategy
- Blockchain and Crypto Fundamental
- Data Visualisation Methods
- Data-Informed Decision-Making
- Ideation Techniques
- Antifragile Leadership
- Product Roadmap Development
- Scaling Complex Projects
- Data-Informed Communications
- Design Thinking Fundamentals
- A/B Testing
- Web3, DeFi, The Metaverse, NFTs
- Optimise Sales Pipeline
- Product-Market Fit
- Initiate Projects
- Rapid Experimentation
- Creating a Sales Strategy
- Digital Marketing Fundamentals
- GenAI for Design
- Learning Experience
- Marketing Tactics
- Agile Risk Mitigation
- Digital Asset Risk Mitigation
- ChatGPT Prompt Engineering
- Sales Fundamentals
- Paid Media for Targeted Audience
- Blockchain Case Studies
- Data Presentation
- Building a Brand Identity
- Funnel Conversion
- Blockchain Careers
- Data Driven Strategies
- Commercial Growth
- Project Planning and Documentation
- Enhancing Data Stories
- Product Mission & Vision
- Building a Data Culture
- Data-Driven Growth Marketing
- Lead Generation
- Website Landing Creation
- Project Management Fundamentals
- Navigate Blockchain Regulation
- Lead Change Management
- And more...

**Laptop Screen Content:**

Question break  
AI maturity model

- 01 What you should know before starting
- 02 Types of AI and ML
- 03 Applications of AI and ML
- 04 Approaching AI projects
- Evaluating AI as a solution
- Wrapping up

Mini-exercise: Assess your AI maturity  
Click on the plus icons to remember how we describe the four different levels of AI maturity. Afterward, try to answer these two questions for yourself: At what level is your personal AI maturity? At what level is the AI maturity of your organisation?

# Add Interactive **Live Sessions** Led by Experts Trainers



## **Inspire & Kick-off** **Inspiration Session**

*Max 150 people*

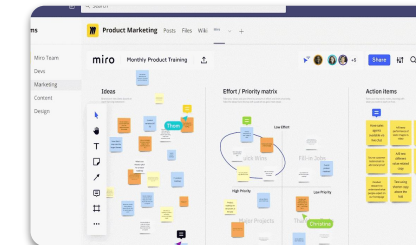
A 1.5-hour live keynote designed to introduce your team(s) to Growth and Marketing, Data & AI, or Leadership Mindset. Leaving them with a new mental toolkit to tackle business challenges.



## **Engage & Discuss** **Expert Session**

*Max 25 people*

An exclusive 1-hour Q&A with the course's Subject Matter Expert. Your team can ask questions and brainstorm on applying the learnings directly to their roles.



## **Behaviour Change** **Implementation Workshop**

*Max 25 people*

A 3-hour workshop to solidify learning and foster collaboration. Engage in quality discussion, share knowledge, and create a clear plan for how to implement your learnings. Includes intake calls and next steps for the manager and team.

# Giving Your Teams the Best of Both Worlds

Blend on-demand modules with live sessions for a more impactful learning experience.

## On-demand modules

Make learning relevant and more effective, by choosing the modules that fit your team's needs and goals best. With our **library of 75+ modules**, there's something for everyone.



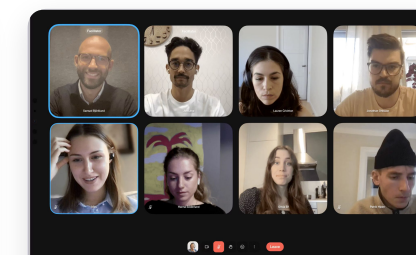
## Live sessions

Supercharge your team's learning with interactive live sessions. These sessions enhance collaboration, build trust, and ensure your team can **implement skills in real time**, making training more engaging and effective.

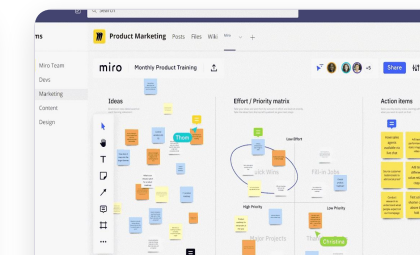
- Rapid Experimentation
- Creating a Sales Strategy
- Digital Marketing Fundamentals
- GenAI for Design
- Paid Media for Targeted Audience
- Blockchain Case Studies
- Data Presentation
- Building a Brand Identity
- Product Mission & Vision
- Building a Data Culture
- Cultivate a Learning Organisation
- Data-Driven Growth Marketing



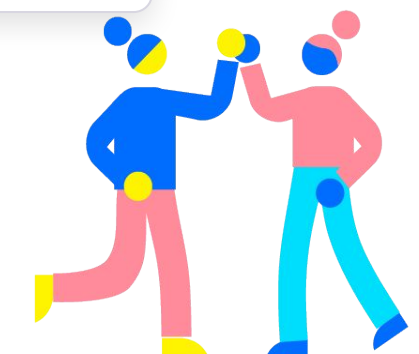
Inspire & Kick-off  
Kick-off Session



Engage & Discuss  
Expert Session



Behaviour Change  
Implementation Workshop



# 91%

of participants complete our courses within the desired timeframe. **The industry average for on-demand courses lies around 15%.**



# How Do We Keep the Learners Engaged?

We produce in-house content with experts from the field to make sure learning is relevant, easy to follow and fun!

**Risk Response: If...Then**

→ Identifying, analysing, planning, and implementing risk response is a must-

- Escalate**  
to someone with more authority.
- Exploit**  
by ensuring the opportunity is realized. Assign best talent and prioritise work.
- Share**  
by transferring to more people to ensure the value is captured.
- Enhance**  
by increasing probability of success or impact. Add resources to ensure.

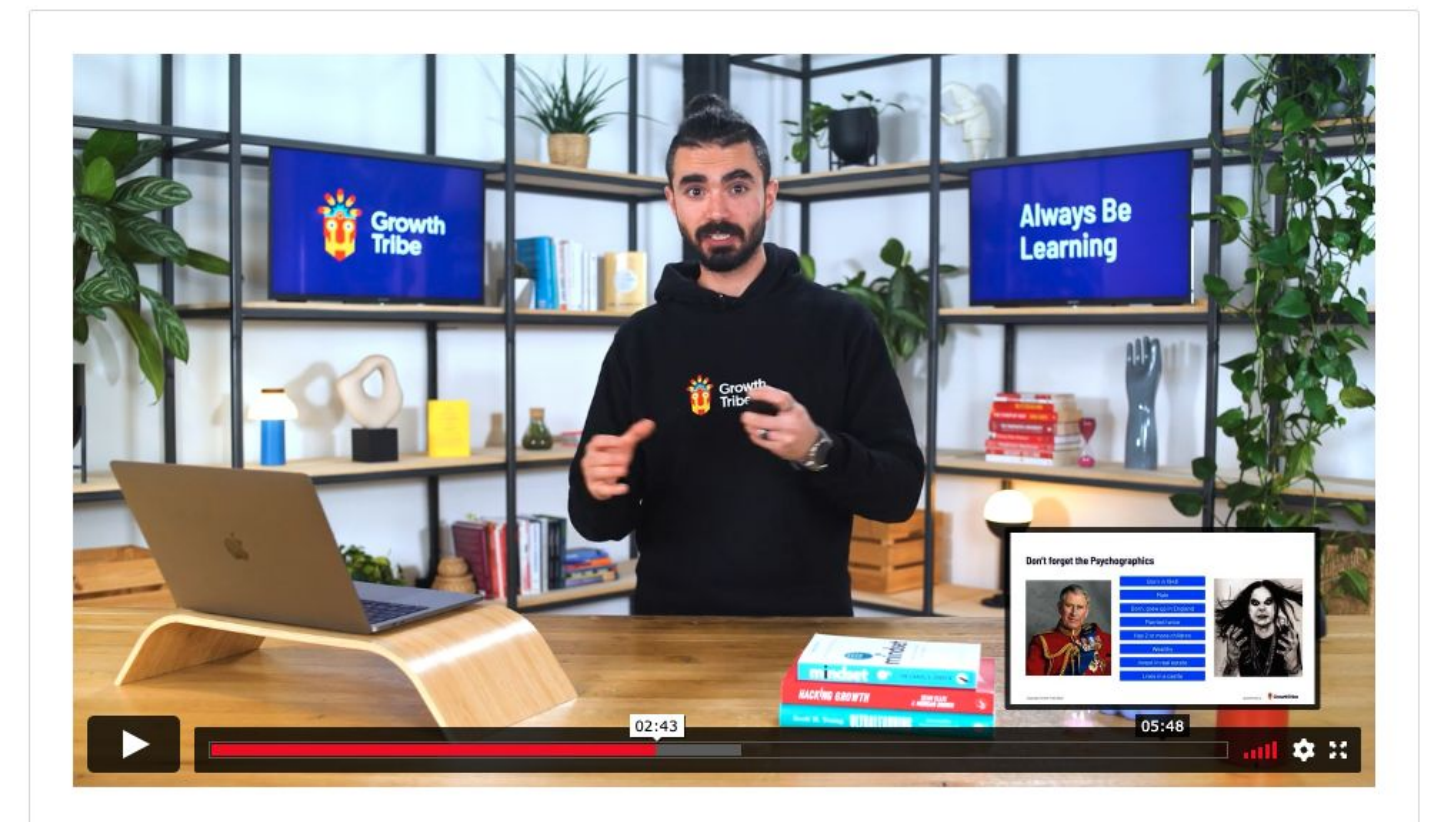
**Aspects of Project Schedule**

Time Estimations

- Schedule Creation
  - Dependencies
  - Time Reserves
  - Time Tracking of Activities
  - Documentation & Management Time
- Human Resource Capacity

Cost Reserves + Cost Estimation = Cost Baseline

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**Bite-sized videos (with subtitles) of 15 minutes to cover the key concepts in a personal and professional way.**

# We Help You Go from Learning to Implementation

Our **Live Expert Sessions** are designed to challenge your team to define clear action points and accountabilities throughout the learning journey.

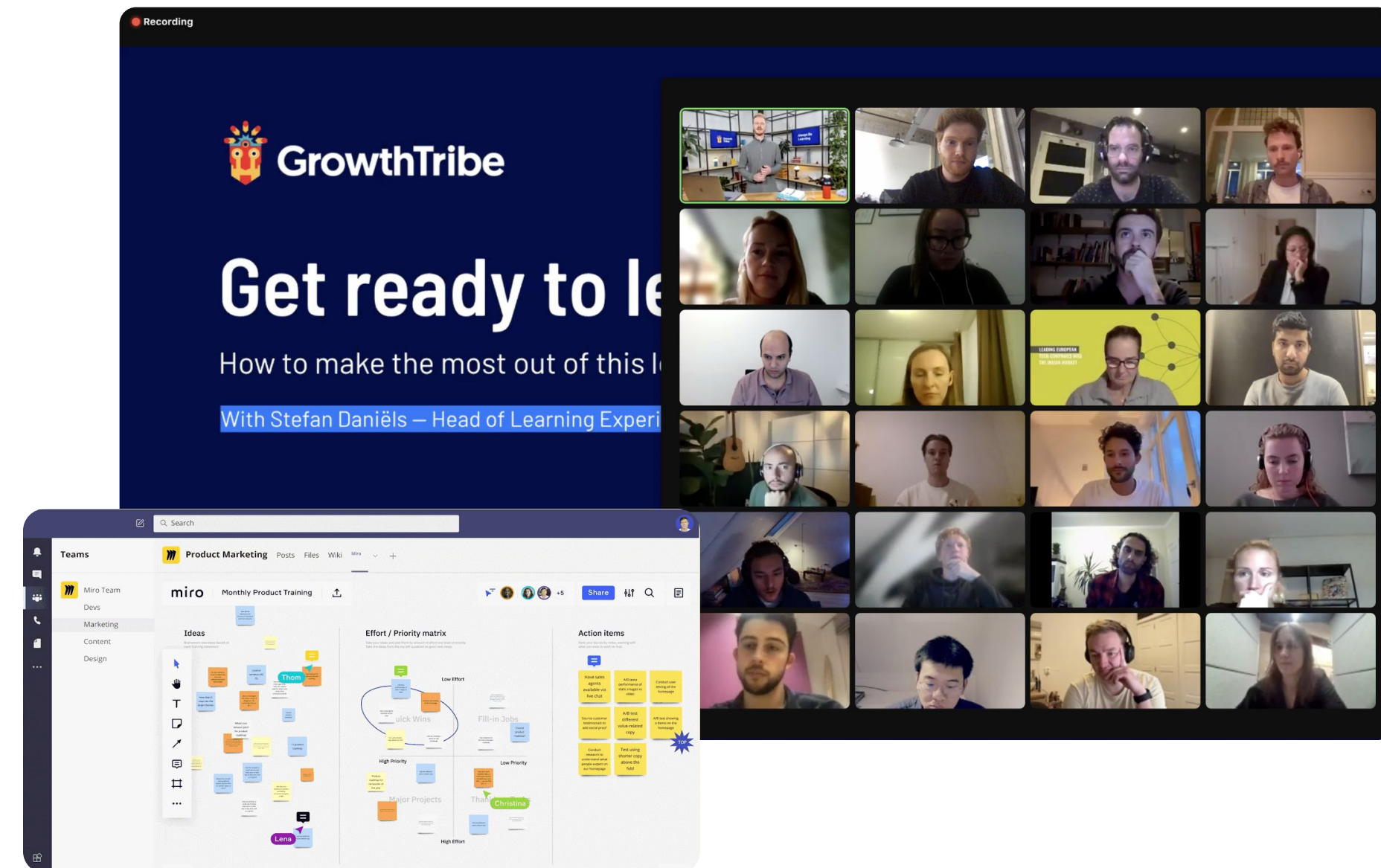


## In a nutshell

- 60 min Live Sessions
- Expert Facilitators

## Outcomes

- A safe environment for the participants to share their learnings and reveal the organisational **blockers and accelerators**.
- Inclusion of **industry-specific use cases**
- Open discussions to share learnings and findings from their respective **markets/countries**.



# Measuring Impact & Sharing Learnings

## How we show the impact of learning

Measuring the impact of learning is hard and often overlooked. We think it's essential to align learning efforts with business goals and to help improve the learning experience for your team and others moving forward.

1. Collect qualitative insights through surveys.
2. Conduct short interviews with several participants.
3. Write stories/case studies of how the impact was achieved.
4. Provide an impact report that can be shared within the organisation.



**Hendrik Jan Roel**  
CFO



We have a very long and prosperous relationship with GT. An essential partner for our path to Growth.



**Marcel Zuidam**  
CEO



As NN Bank we are very happy with the outcome of the scan and found the insights very useful. This was exactly what we needed to determine which digital capabilities we needed to prioritise for upskilling.



**Hugo Raaijmakers**  
Global Head of Platform Innovation



Growth Tribe is part of our digital transformation programme. The training they have provided to teams is of extremely high quality and catered to our business context. I would highly recommend them to anyone!

## Impact stories and feedback

We've asked participants to share some examples on how this course helps them achieve their goals.



## Main achievements

We've asked participants to review whether they impact their key metric. This metric was selected by the business leaders to help drive the north star of the organisation.

# 76%

Reported that they positively impacted their **time-to-insights**. Helping other teams make data informed decisions faster.

## Impact on key skills

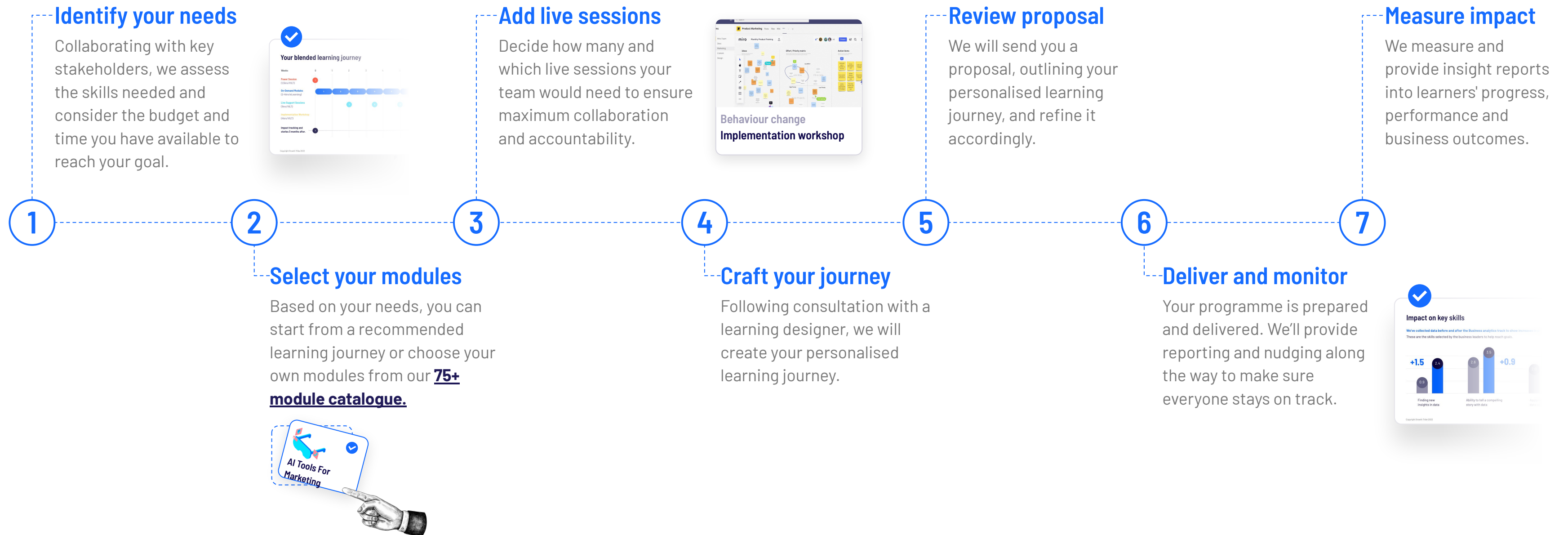
We've collected data before and after the Business analytics track to show increases in proficiency on key data skills. These are the skills selected by the business leaders to help reach goals.



# Discover The Power of a Custom-Built Learning Journey

## How Does it Work?

We'll work with you to identify knowledge gaps and create a custom learning solution.



# Trusted by Global Leaders in Digital

871

People trained in  
**Data Analytics  
& Data Visualisation**

**PHILIPS**

865

People trained in  
**Growth Marketing &  
Experimentation**

  
Unilever

234

People trained in **Digital  
marketing**

 Rabobank

179

People trained in  
**Growth Marketing**

 **Boehringer  
Ingelheim**

172

People trained in  
**Digital Leadership**

 **Inchcape**

465

People trained in  
**Innovation &  
Experimentation**

**ING** 

139

People trained in  
**Data Fundamentals**

 **Ahold**

75

People trained in  
**Digital Leadership**

 **Heineken**

# 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 who 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 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.*

# Case-Studies & Customer Success Stories

## Customer Success Stories



### Unilever -Ice Cream Business Group

We upskilled 865 of Unilever's marketers globally on experimentation skills and managed to help them launch experiments and increase their performance. With a satisfaction score of 9.3, this was one of the most enjoyable learning experiences the teams ever had. On top of that, they reported a 68% faster time to market after implementing new best practices.



### ING - Platform Innovation

We successfully implemented an innovation programme for over 475 ING experts in five different countries around rapid experimentation. By introducing a new mindset and way of working, we enabled teams and individuals to achieve tangible outcomes. The process was executed effectively, and as a result, ING's mortgage team witnessed significant improvements in their data. The mortgage department experienced a remarkable 56% increase in leads, while loan accounts saw an impressive uplift of up to 87.9%.



### Philips - Data Programme

Philips achieved remarkable results by leveraging Growth Tribe's Data Analytic Foundation Programme. Through an open enrolment programme, 450 employees were successfully upskilled, while 216 teams received intensive coaching, allowing them to immediately apply their newfound knowledge in their daily tasks. The programme's impact was impressive, resulting in a total of 871 highly-skilled employees within a span of 24 months. This development has equipped Philips with enhanced capabilities to deliver professional insights, employ advanced analytics, and drive customer-centric strategies.



**Hugo Raajmakers**

Global Head of Platform Innovation @ ING



*"The training Growth Tribe provided to our teams is of extremely high quality and catered to our business context. I would highly recommend them to anyone looking to transform their business through education!"*



**Noortje van Genugten**

Data Analytics Director



*"The biggest improvement I see is that analysts are seeing the bigger picture of their role. They are much more systematic in both working with stakeholders and carrying out their analysis. Furthermore, they are more enthusiastic about new techniques, and have improved their data storytelling."*



# Ready to reduce the skill gap?

[Book a call with a learning consultant now!](#)

