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

Experimentation for CRO

Visual AI Prompt for Design

GrowthTribe

CERTIFICATE

Certificate

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.

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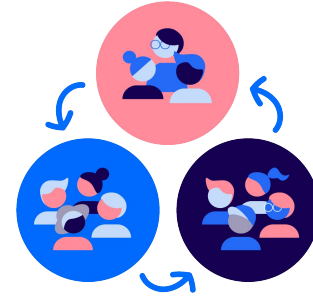**75** NPS

GrowthTribe

44%

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

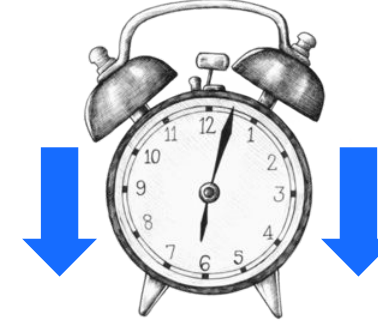*World Economic Forum's 'Future of Jobs Report' 2023*

growthtribe.io

GrowthTribe

This widening digital skills cap can lead to
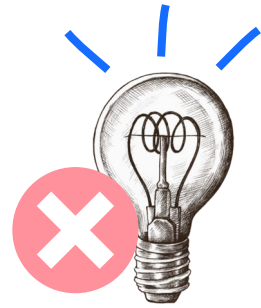
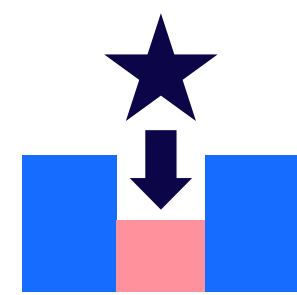**Reduced innovation capacity**

Less cross-functional collaboration
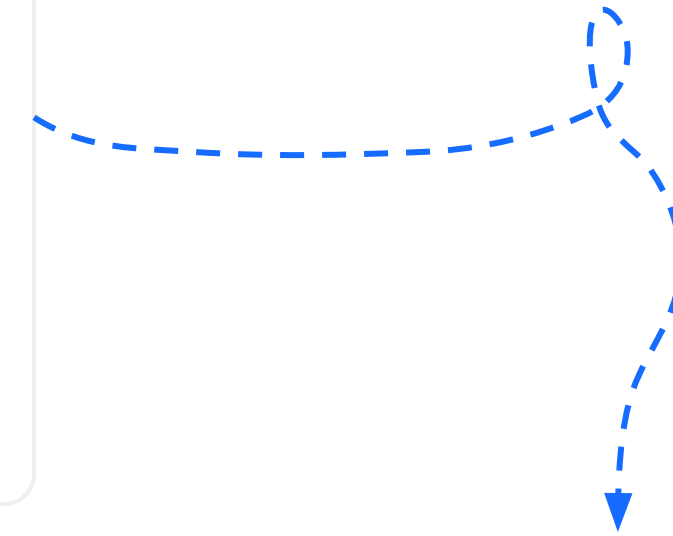
Decreased productivity

Higher risk for disruptive changes

Reduced competitiveness
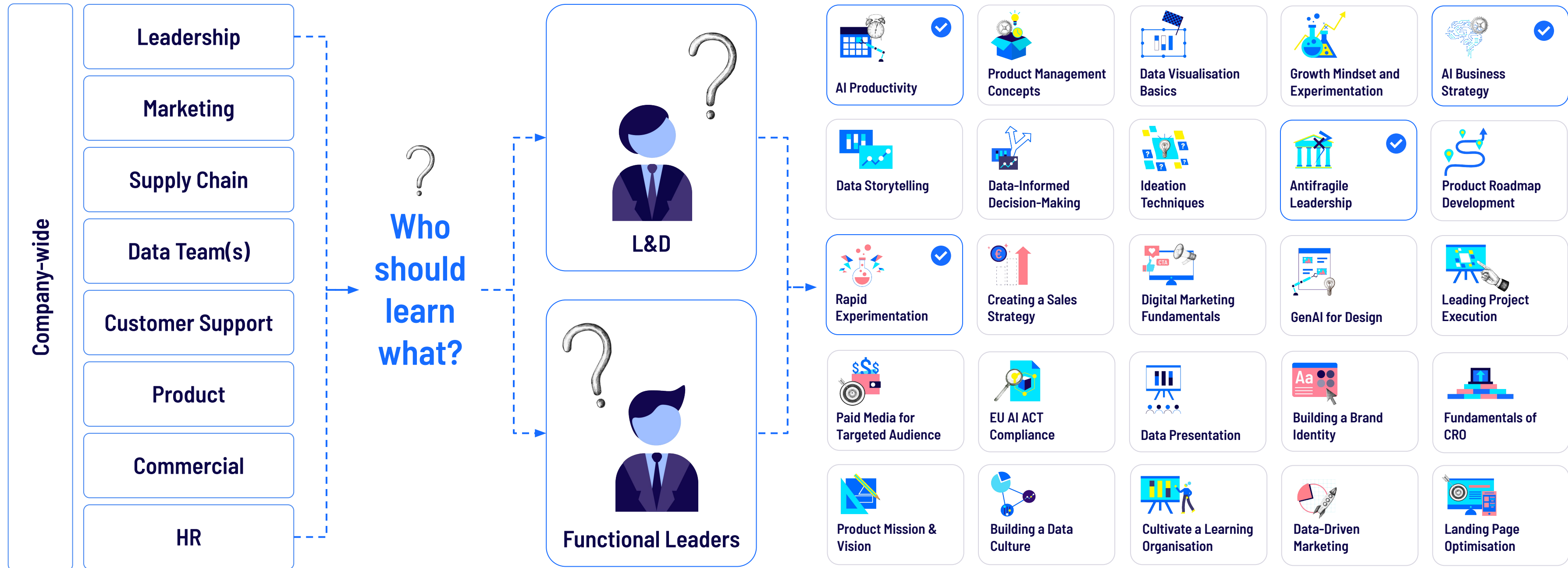
Compliance and legal risks

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.
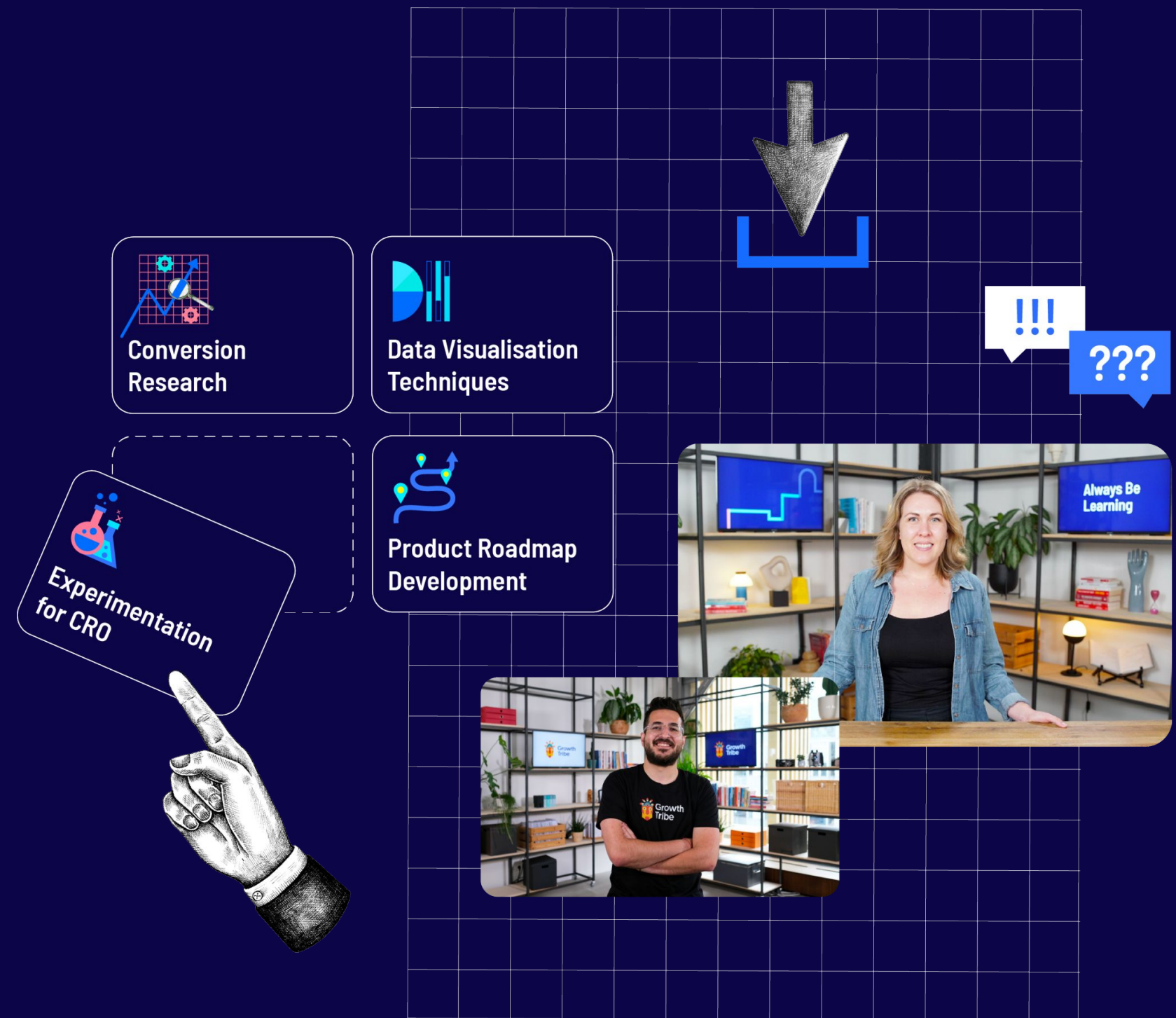
growthtribe.io

GrowthTribe
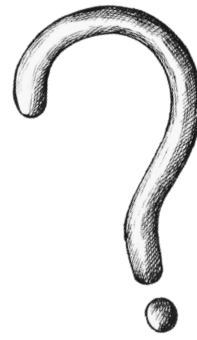
But Where Should We Be Upskilling/Reskilling?

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

Company-wide

- Leadership
- Marketing
- Supply Chain
- Data Team(s)
- Customer Support
- Product
- Commercial
- HR

Who should learn what?

L&D

Functional Leaders

	Retargeting Tactics and Email Marketing	Agile Risk Mitigation		
Safeguarding your Digital Assets	Effective communication	Data Driven Strategies		
Digital Communication	Agile Leadership and Power Skills	Resilience in the workplace	Project Management Fundamentals	
AI Productivity ✔	Product Management Concepts	Data Visualisation Basics	Growth Mindset and Experimentation	AI Business Strategy ✔
Data Storytelling	Data-Informed Decision-Making	Ideation Techniques	Antifragile Leadership ✔	Product Roadmap Development
Rapid Experimentation ✔	Creating a Sales Strategy	Digital Marketing Fundamentals	GenAI for Design	Leading Project Execution
Paid Media for Targeted Audience	EU AI ACT Compliance	Data Presentation	Building a Brand Identity	Fundamentals of CRO
Product Mission & Vision	Building a Data Culture	Cultivate a Learning Organisation	Data-Driven Marketing	Landing Page Optimisation

growthtribe.io

GrowthTribe

Data Teams

Conversion Research

Data Visualisation Techniques

Experimentation for CRO

Product Roadmap Development

Always Be Learning

growthtribe.io

GrowthTribe

23.9%

of companies report that they have created a data-driven organisation, despite 91.9% of executives citing ongoing investment in data and AI initiatives.

NewVantage Partners. (2023). Data and AI Leadership Executive Survey.

growthtribe.io

GrowthTribe
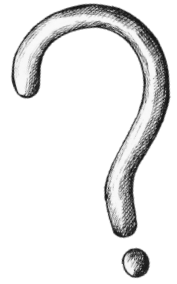
The Top 3 Challenges We Usually See in Data Teams

Common Obstacles That Impact Performance

1. Challenges with AI Adoption

AI adoption presents many challenges for data teams beyond technical issues. Along with infrastructure limitations, teams struggle to find use cases that fit users' AI understanding and know what's realistically achievable. They also face obstacles like choosing the right vendors, managing costs, addressing security concerns, and ensuring safeguards. With limited talent and lengthy timelines, these challenges hinder turning AI's potential into real business results.

2. Inability to Utilise the Available Data

The inability to utilise available data arises from challenges such as fragmented data silos, poor data quality, lack of data literacy, poor data governance and inadequate tools or infrastructure. These issues make it difficult for organisations to convert raw data into actionable insights, delaying decision-making and limiting the potential for data-driven growth and innovation.

3. Struggling to Turn Data into Business Outcomes

Despite investing significant time and resources in collecting, cleaning, and analysing vast amounts of data, the team often finds that insights are not reaching decision-makers in a meaningful way. Poor visualisation, complex reports, and an inability to engage and persuade stakeholders create barriers between the data and its potential business impact.

growthtribe.io

GrowthTribe
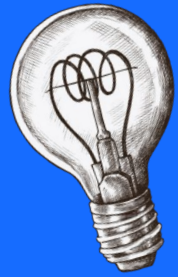
Capabilities to Focus on for Impact

Key Skills to Drive Success within Data Teams

1. AI Literacy and Implementation

A strong foundation in AI and machine learning is essential to align projects with business goals. This includes using AI-powered solutions like predictive analytics for decision-making and newer technologies such as Generative AI. Prioritising AI infrastructure and ethics ensures responsible implementation, leading to effective business outcomes.
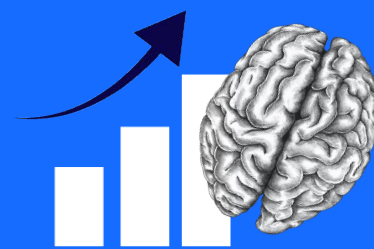
2. Leverage Data for Strategic Business Decisions

To overcome fragmented data and poor data literacy, teams must focus on developing a data-informed mindset and building data literacy across departments to turn insights into action. Strengthening stakeholder collaboration and prioritising decisions will help maximise growth and innovation.
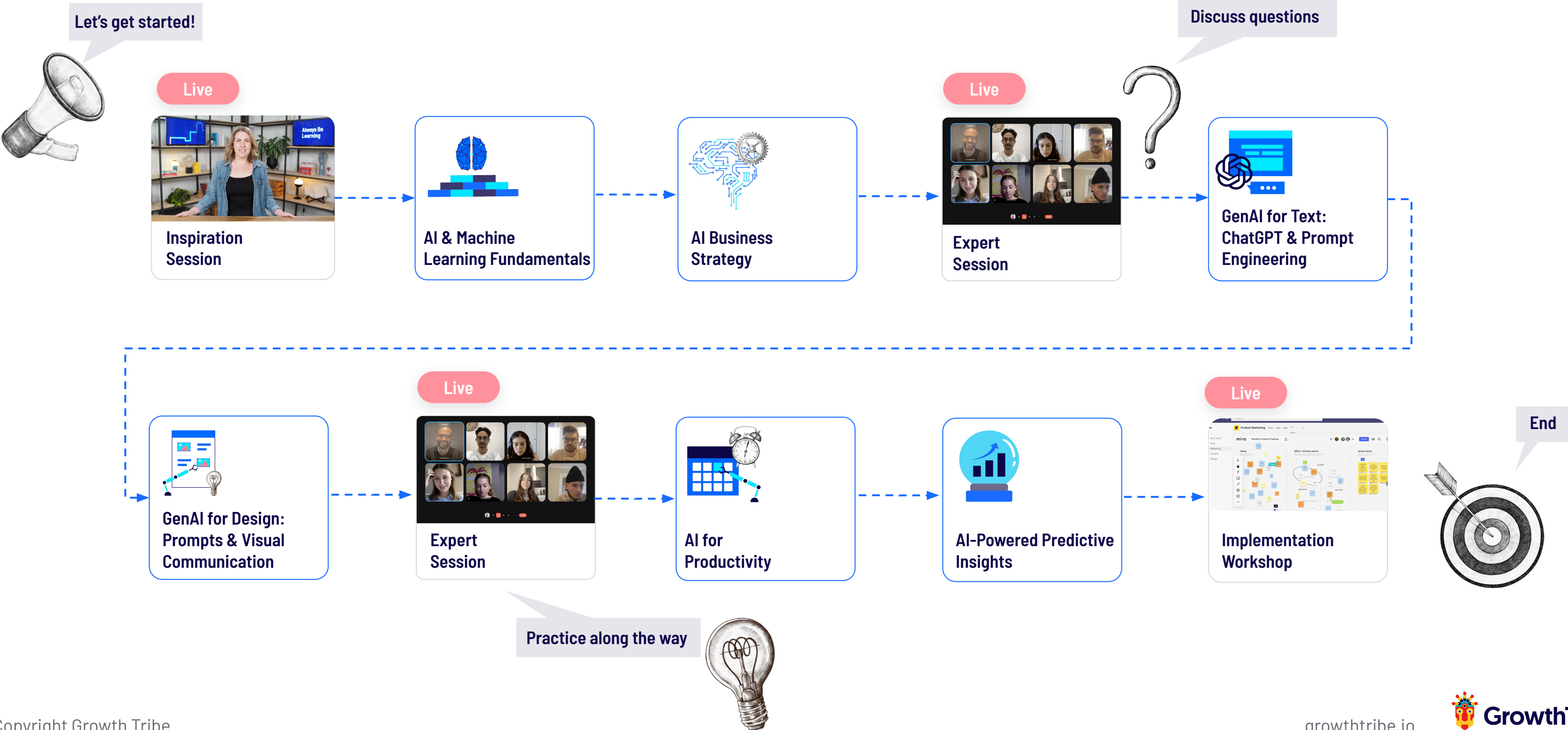
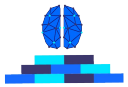## 3. Communicate Data Insights with Impact

By creating clear, compelling visualisations, stories and presentations, teams can ensure that insights are easily understood by non-technical stakeholders. Additionally, fostering strong communication capabilities and stakeholder engagement will help bridge the gap between complex data and actionable business decisions.

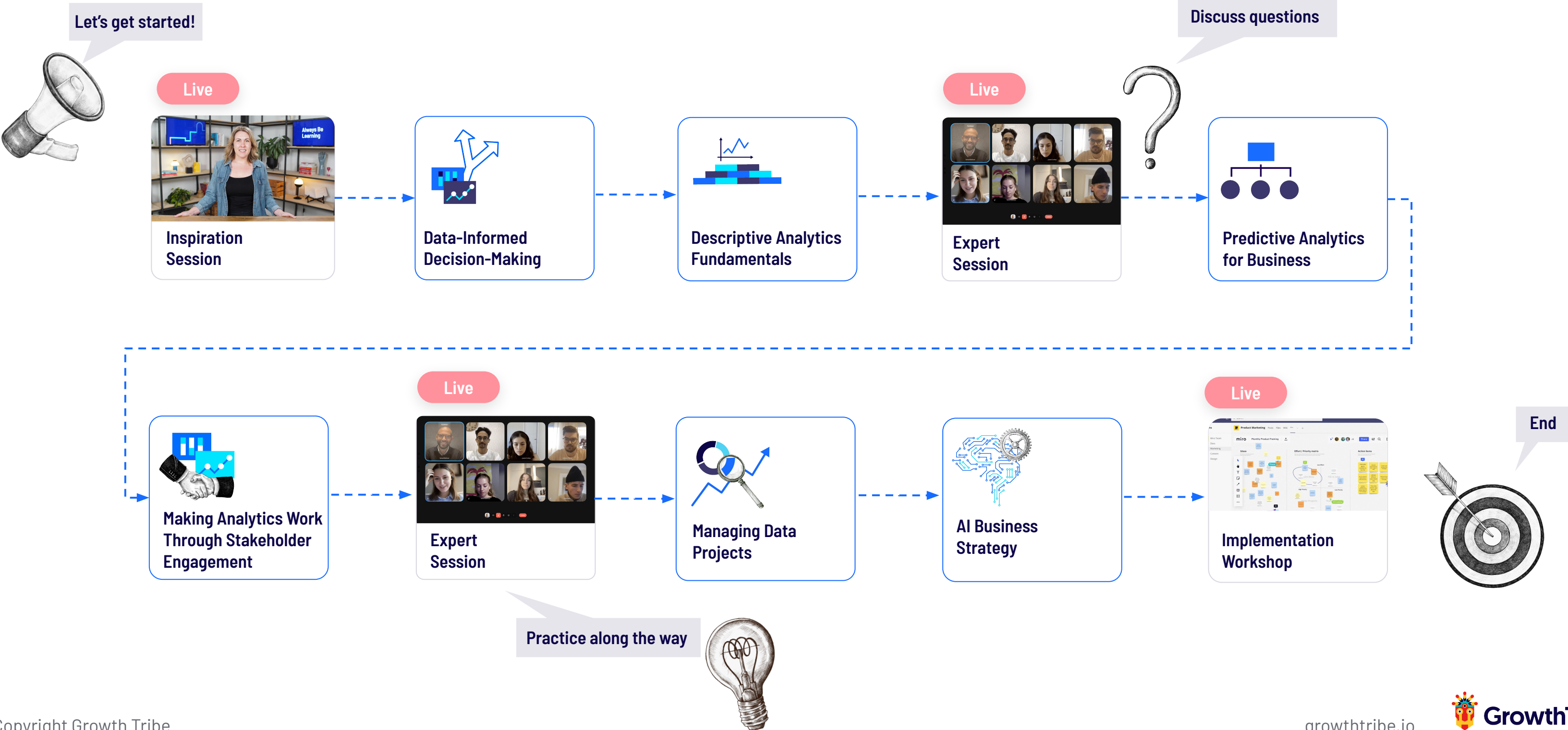GrowthTribe

1. AI Literacy and Implementation

Learning Path Example

Let's get started!

Live

Inspiration
Session

AI & Machine
Learning Fundamentals

AI Business
Strategy

Live

Expert
Session

Discuss questions

GenAI for Text:
ChatGPT & Prompt
Engineering

GenAI for Design:
Prompts & Visual
Communication

Live

Expert
Session

AI for
Productivity

AI-Powered Predictive
Insights

Live

Implementation
Workshop

End

Practice along the way

growthtribe.io

GrowthTribe

1. AI Literacy and Implementation - Modules Overview

Module	About	Focus Skills	Lessons
AI & Machine Learning Fundamentals	**Understand AI and Machine Learning basics** Grasp the essentials of Artificial Intelligence and Machine Learning, unlocking the potential to make informed business decisions and harness transformative technologies.	➔ AI Mindset ➔ AI Application ➔ Scoping Projects with AI	➔ What are AI and ML? ➔ Types of ML and AI ➔ Applications of AI & ML ➔ Approaching AI projects
AI Business Strategy	**Create an effective AI strategy** Develop strategic acumen in integrating AI to drive business growth, exploring how AI aligns with organisational objectives for a competitive edge.	➔ Scoping projects with AI ➔ Skills and Team Mapping ➔ AI Infrastructure and Governance	➔ Define the problem statement ➔ Data Infrastructure ➔ Organisational Infrastructure ➔ Governance
GenAI for Text: ChatGPT & Prompt Engineering	**Use text AI to craft compelling content** 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.	➔ LLM Applications and Systems ➔ AI Ethics ➔ Prompt Engineering	➔ What are LLMs? ➔ LLM applications ➔ Prompt engineering ➔ LLMs at scale
GenAI for Design: Prompts & Visual Communication	**Design with AI and innovate visually** Unleash your creativity in visual design with AI. Discover how AI tools can supercharge your design process, promoting innovation and artistic excellence.	➔ GenAI for Design ➔ GenAI for Presentations ➔ GenAI for Landing Pages	➔ GenAI for visuals ➔ Applications in communication and presentations ➔ Marketing and Sales ➔ Product development and innovation
AI for Productivity	**Boost efficiency with AI** Streamline operations and amplify efficiency using AI-powered solutions. Explore how AI can enhance productivity across various business functions.	➔ AI Mindset ➔ AI Application ➔ Scoping Projects with AI	➔ The mindset for automation ➔ AI for personal productivity ➔ Team productivity ➔ Operational and organisational productivity
AI-Powered Predictive Insights	**Anticipate with AI analytics** Embrace the future with predictive analytics. Learn how to use data-driven insights to anticipate trends, optimise strategies, and make proactive decisions.	➔ Predictive Analytics ➔ Prescriptive Analytics ➔ Scoping Projects with AI	➔ Predictive model ➔ Creating AI prediction models ➔ Model evaluation ➔ Using the predictions

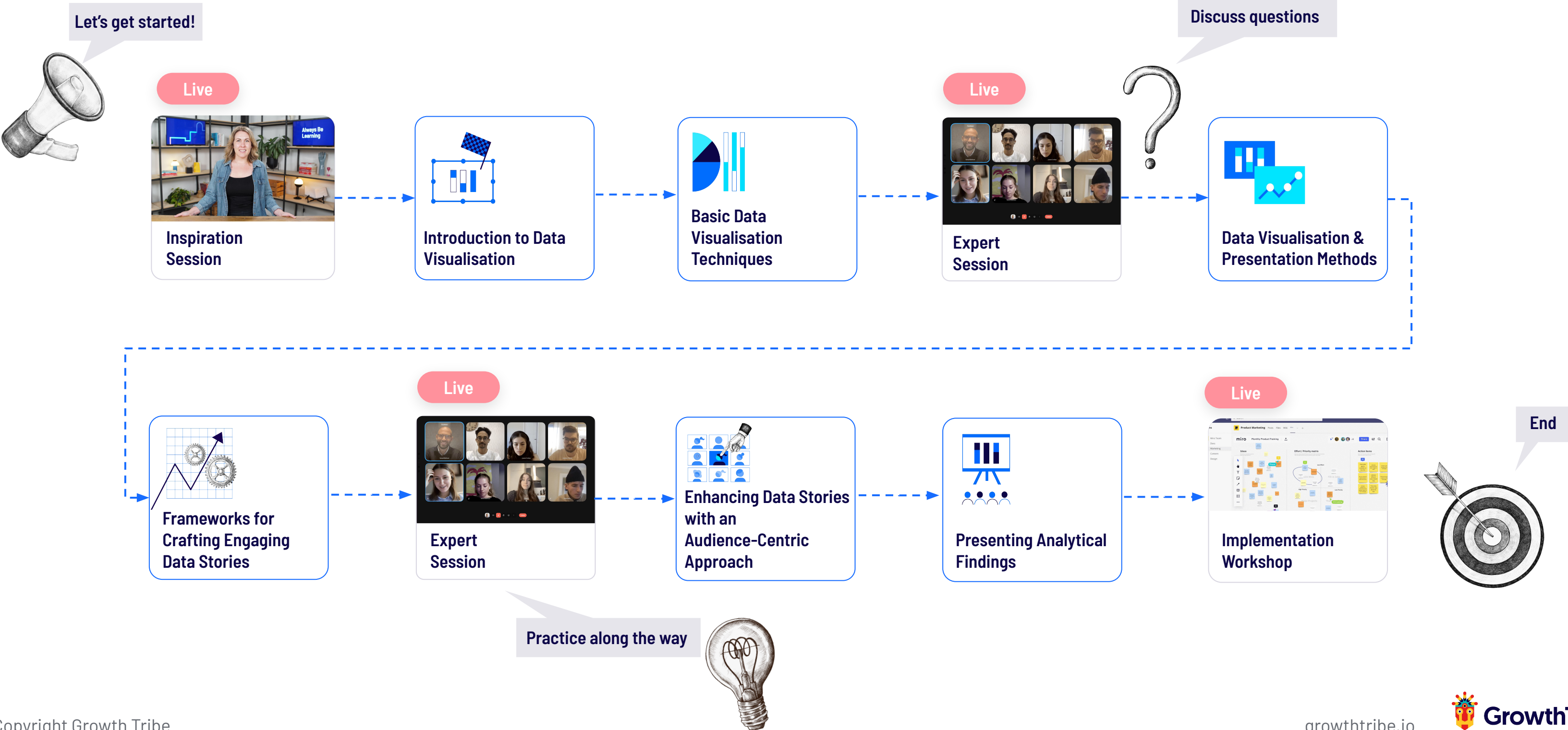# 2. Leverage Data for Strategic Business Decisions

Learning Path Example

Let's get started!

Discuss questions

Live

Inspiration Session

Data-Informed Decision-Making

Descriptive Analytics Fundamentals

Live

Expert Session

Predictive Analytics for Business

Making Analytics Work Through Stakeholder Engagement

Live

Expert Session

Managing Data Projects

AI Business Strategy

Live

Implementation Workshop

End

Practice along the way

growthtribe.io

GrowthTribe

2. Leverage Data for Strategic Business Decisions - Modules Overview

Module	About	Focus Skills	Lessons
Data-Informed Decision-Making	**Use data insights for smarter decision-making** Cultivate a data-informed mindset, gaining the ability to classify and dissect decision-making.	→ Data-Informed Mindset → Data-Driven Decision-Making → Strategic Thinking	→ Classifying decision-making → Dissecting a decision → Becoming data-informed → Data-informed organisation
Descriptive Analytics Fundamentals	**Uncover data stories like a pro** Examine and summarise data to gain insights and understand patterns. Interpreting charts and correlations and constructing a KPI tree for data-driven insights.	→ Data Literacy → Data Analytics → Measurement Strategy	→ Evaluating descriptions → Reading charts and correlations → Building a KPI tree → Case study & Lab
Predictive Analytics for Business	**Unveil the future with predictive proficiency** Explore machine learning types and applications, focusing on predictive modelling techniques like classification and regression.	→ Machine Learning → Predictive Analytics → Business Analytics	→ Machine learning applications → Predictive modelling: Classification and Regression → Case study & lab
Making Analytics Work Through Stakeholder Engagement	**Empowering data: Bridging insights and stakeholders** Learn about data roles, teams, and engaging stakeholders. Improve collaboration and results.	→ Data Projects → Data Capabilities → Stakeholder Management	→ The data roles → Data team models → The stakeholder engagement process → What can you do better
Managing Data Projects	**Guiding data ventures with expertise** Learn to tell projects from processes, put data plans into action, pick key data uses, and build a strong review system.	→ Data Projects → Change Management	→ Projects vs. processes → Understanding operationalisation → Prioritising data use cases → Implementing a review process
AI Business Strategy	**Create an effective AI strategy** Develop strategic acumen in integrating AI to drive business growth, exploring how AI aligns with organisational objectives for a competitive edge.	→ Scoping projects with AI → Skills and Team Mapping → AI Infrastructure and Governance	→ Define the problem statement → Data Infrastructure → Organisational Infrastructure → Governance

GrowthTribe

3. Communicate Data Insights with Impact

Learning Path Example

Let's get started!

Discuss questions

Live

Inspiration Session

Introduction to Data Visualisation

Basic Data Visualisation Techniques

Live

Expert Session

Data Visualisation & Presentation Methods

Frameworks for Crafting Engaging Data Stories

Live

Expert Session

Enhancing Data Stories with an Audience-Centric Approach

Presenting Analytical Findings

Live

Implementation Workshop

End

Practice along the way

growthtribe.io

GrowthTribe

3. Communicate Data Insights with Impact - Modules Overview

Module	About	Focus Skills	Lessons
Introduction to Data Visualisation	**Visualising data: The art of clarity** Understand data types, chart basics, and craft simple charts. Build skills for clear visual communication and data-driven insights.	→ Data Visualisation → Components of a Chart → Plotting a Simple Chart	→ Data types → Components of a chart → Plotting a simple chart
Basic Data Visualisation Techniques	**Crafting insights: The power of visual elegance** Discover different types of graphs, learn how to explore and explain data, and use decluttering and highlighting techniques to share findings clearly and powerfully.	→ Exploratory Analysis → Explanatory Analysis → Decluttering & Highlighting	→ Mastering the basic types of graphs → Exploratory vs. explanatory analysis → Decluttering & highlighting → Data visualisation guide
Data Visualisation & Presentation Methods	**Compelling visuals: Communicating data with impact** Learn how to organise data clearly and create visually engaging presentations that leave a strong impact using the principle of separation and improved slide design.	→ Slide Design → Data Presentation → Data Visualisation	→ The principle of separation → Understanding slide design → Data visualisation guide
Frameworks for Crafting Engaging Data Stories	**Transforming data into captivating narratives** Develop captivating narratives using the storyline framework, creating a solid foundation to communicate data-driven stories that captivate and inform audiences.	→ Data Storytelling → Data Communication → Story Structure	→ Understanding the storyline framework → Developing a story structure → Data storytelling guide
Enhancing Data Stories with an Audience-Centric Approach	**Connecting data with audiences: Engaging insights** Make your data stories better by knowing your audience, adding easy-to-understand comparisons, and creating interesting characters to bring out feelings and make stronger connections.	→ Developing Characters & Analogies → Data Communication → Data Presentation	→ Understanding your audience → Developing analogies → Developing characters → Data storytelling guide
Presenting Analytical Findings	**Speak data and craft impactful presentations** Develop your own presentation style, clearly communicate analytical results, and connect with your audience to motivate action and encourage data-driven decision-making.	→ Data Storytelling → Data Presentation → Delivering Engaging Presentations	→ Finding your own voice → Connecting with the audience

GrowthTribe

Other Capabilities for Data Teams

Data Strategy and Innovation

Data-Driven Strategies for Business Growth

Hypothesis Testing & Statistical Inference

Building a Data Culture

Growth Mindset & Experimentation

GrowthTribe

3x

highly data-driven organisations are 3x more likely to report significant improvement in decision-making.

Source: PwC Global Data and Analytics Survey

GrowthTribe

Case-study

Key Challenge

As Ahold was scaling its digital transformation, they saw that the increased availability of data was not being utilised fully by contributors and managers. In order to achieve their goals, they needed to develop capabilities that drive a data-driven mindset and experimentation.

The Solution

Growth Tribe developed two customised learning journeys. One was focused on **advanced analytics and visualisation** for contributors, and one track covered a **mindset change and strategic capabilities for leaders and managers**.

Capability Scan Results

Legend
individual result
range and average

- Stakeholder Management
- Statistical Inference
- Data Analytics
- Data Project Management
- Data Storytelling
- Data Visualization
- Machine Learning
- Data Strategies

Finance Frontrunners University

—

Your Personal Guide

Basics				MANDATORY FOR ALL
Analytics	Expert			Advanced
Storytelling and visualization	Advanced	Expert		Basic
Stakeholder management	Advanced	Expert		Basic
Project management*	Basic*			Basic*
Statistical modelling	Basic			Expert
Machine Learning (including APIs)	Basic			Expert
Software Development				Advanced
Distributed systems				Advanced
Data storage and retrieval				Advanced

* Advanced if necessary for role

The Impact

15
managers enhanced advanced analytics and data visualisation to address the last-mile issue in the data pipeline.

120
employees adopted a data-driven mindset that helped improve the problem-solution fit in the data pipeline.

"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, have improved their data storytelling. "

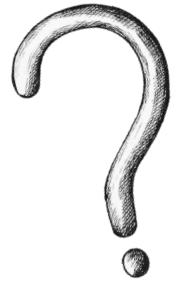*Noortje van Genugten, Data Analytics Director*

"We really enjoy our collaboration and have achieved strong results together. Growth Tribe stands beside us as a partner not a vendor, and does everything in their power to help us navigate the landscape of new technologies."

Renske Spreuwenberg, Senior L&D consultant

GrowthTribe

Company-Wide

50% OFF

growthtribe.io

GrowthTribe

The Top 6 Challenges We Usually See Across Companies

Common Obstacles That Impact Performance

1. Power Skills Development Gaps

The focus on power skills—such as emotional intelligence, adaptability, and critical thinking—remains a significant challenge for L&D teams. Many organisations find it difficult to integrate these essential soft skills into their training programmes effectively. Employees often receive insufficient opportunities to practice and develop these skills in real-world scenarios, leading to a workforce that may excel in technical competencies but lacks the interpersonal skills necessary for collaboration and leadership.

2. The AI Integration Dilemma

L&D teams struggle to effectively integrate AI technologies into their learning ecosystems. While 2024 saw increased AI experimentation, many organisations lack a cohesive strategy for scaling AI adoption across the enterprise. This results in isolated use cases rather than transformative change, leaving L&D unable to fully leverage AI's potential for personalised learning experiences, content creation, and data-driven decision-making

3. Cross-Functional Collaboration and Communication

Organisations often face difficulties in fostering effective collaboration across departments, which can impede overall productivity and innovation. The lack of unified communication platforms leads to misunderstandings and project delays, as team members may feel isolated or disconnected from broader organisational goals. This challenge is exacerbated in hybrid work environments,
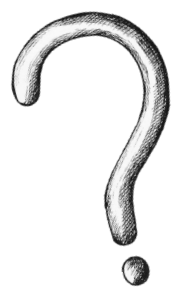
growthtribe.io

GrowthTribe

The Top 6 Challenges We Usually See Across Companies

Common Obstacles That Impact Performance

4. Digital Transformation and Technology Adoption Gap

This gap leads to underutilisation of valuable resources and hinders innovation. The challenge extends to developing a cultural shift towards continuous learning, ensuring that employees across all functions can leverage new technologies to enhance decision-making and drive value. Without addressing this issue, companies risk falling behind in a rapidly evolving digital landscape.

5. Measuring Impact and Return on Investment

Companies struggle to demonstrate the tangible impact of various initiatives on business outcomes. Despite the growing importance of data-driven decision-making, many leaders lack access to crucial metrics to guide their practices. This data deficiency hinders the ability to create personalised experiences, identify skill gaps, and prove the value of investments to stakeholders. The challenge extends to integrating data from different departments with broader business metrics.

6. Resistance to Change and Psychological Safety

Organisations often face resistance to change, stifling innovation and adaptability. This is compounded by a lack of psychological safety, where fear of negative consequences inhibits open communication and idea-sharing. To foster a growth mindset, it's crucial to create an environment where employees feel secure in taking risks, learning from mistakes, and viewing change as an opportunity for development. This culture of psychological safety and embracing change enables growth.
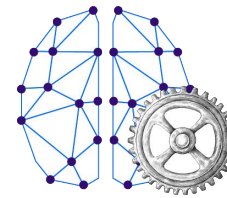
GrowthTribe

And much more to cover your needs
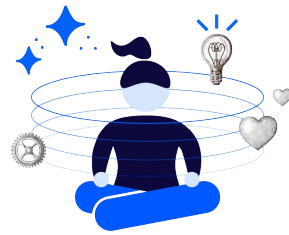
Power Skills
Essential interpersonal abilities, such as emotional intelligence and adaptability, that enhance collaboration and drive effective leadership in diverse workplace environments.

AI
Focuses on understanding artificial intelligence applications, enabling employees to leverage data-driven insights and automation for improved decision-making and operational efficiency.
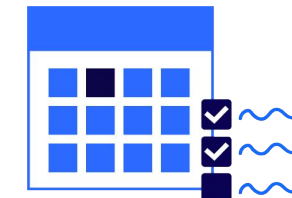
Agile
Agile methodologies promote flexibility and responsiveness in project management, empowering teams to adapt quickly to changes and deliver value through iterative processes and continuous improvement.
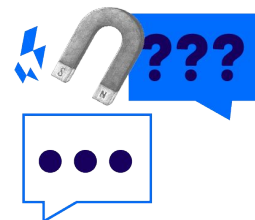
Communication
Effective communication skills foster clarity, collaboration, and engagement within teams, ensuring that messages are conveyed accurately and fostering a culture of open dialogue.

Digital Innovation & Literacy
Equip employees with the skills to navigate emerging technologies, fostering creativity and enhancing problem-solving capabilities in a rapidly evolving digital landscape.

Business Strategy
Business Strategy training focuses on aligning organisational goals with actionable plans, equipping teams to analyse market trends and make informed decisions for sustainable growth.

growthtribe.io

GrowthTribe
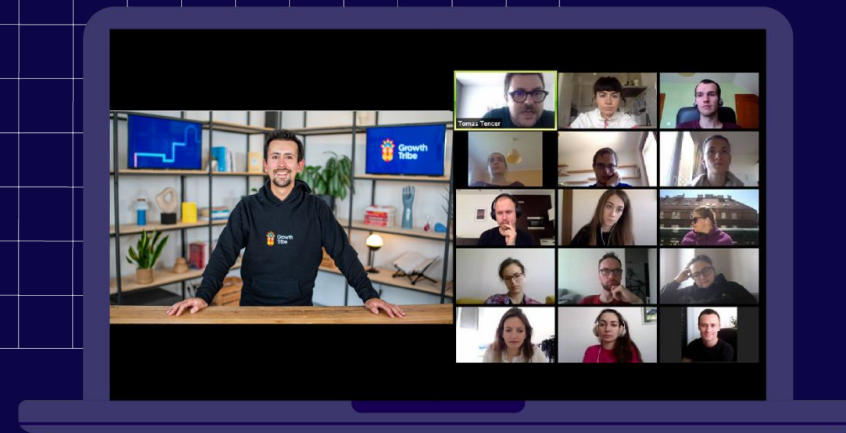
GrowthTribe

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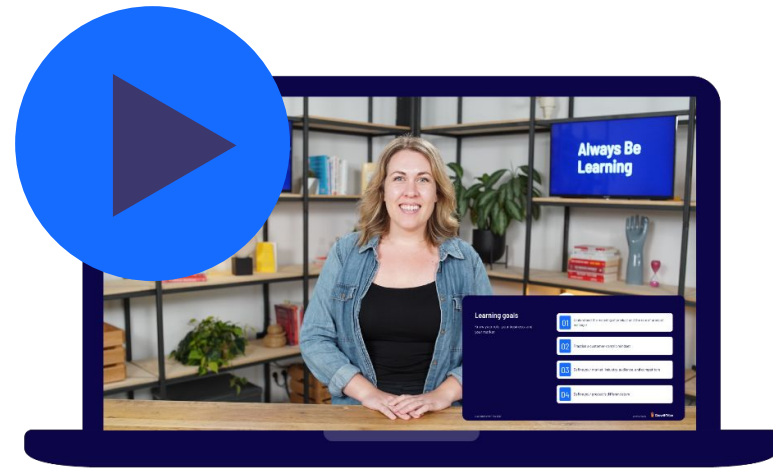
How?

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 programmes.

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
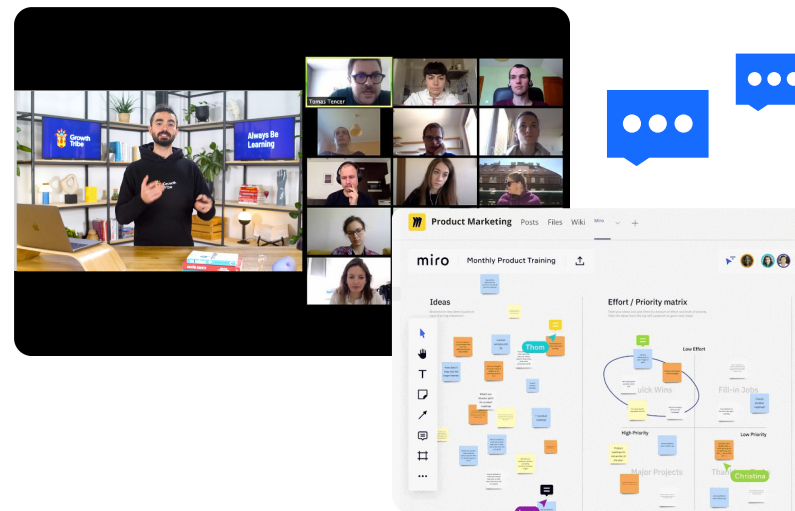
Choose a Format **Adapted** to Your Needs

On-demand

Scalability!

Learn at your own pace

Live

Engagement!

Get answers from experts
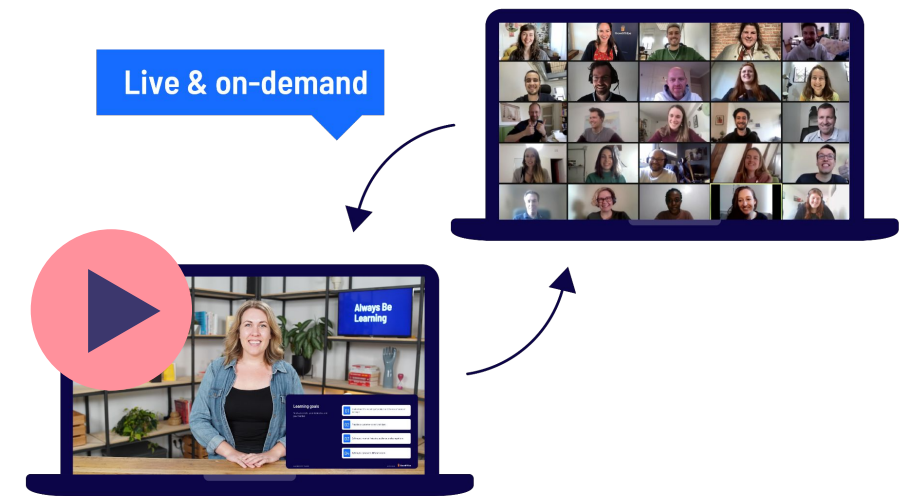
Hybrid

Best of both worlds

Live & on-demand

93% Completed in time
9/10 Satisfaction score

growthtribe.io

GrowthTribe

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.

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

Lead... Exe...

...geting Tactics ...mail Marketing

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

Fu... CR...

...chain Careers

Data Driven Strategies

Commercial Growth

Project Planning and Documentation

Enhancing Data Stories

Product Mission & Vision

Building a Data Culture

Cultivate a Learning Organisation

Data-Driven Growth Marketing

La... Op...

...de Landing ...Creation

Project Management Fundamentals

Navigate Blockchain Regulation

Lead Change Management

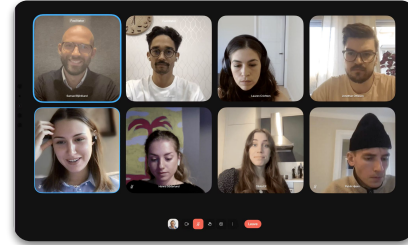And more...

growthtribe.io

GrowthTribe

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.
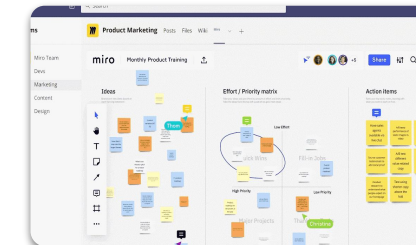
Behaviour Change
Implementation Workshop

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.

|			
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

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.
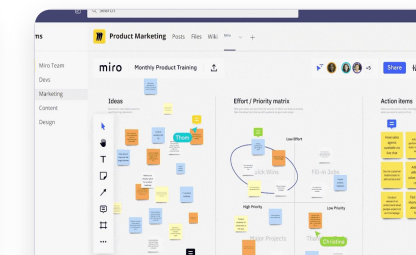
Inspire & Kick-off
Kick-off Session
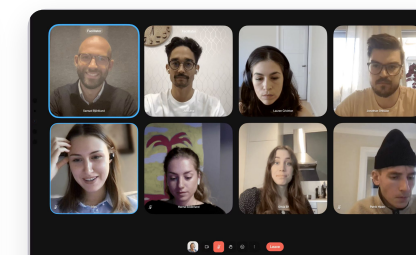
Engage & Discuss
Expert Session

Behaviour Change
Implementation Workshop

GrowthTribe

91%

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

GrowthTribe

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!

High-quality animations and slide design to make complex theory easy to grasp.

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.**

GrowthTribe

Measuring Impact & Sharing Learnings

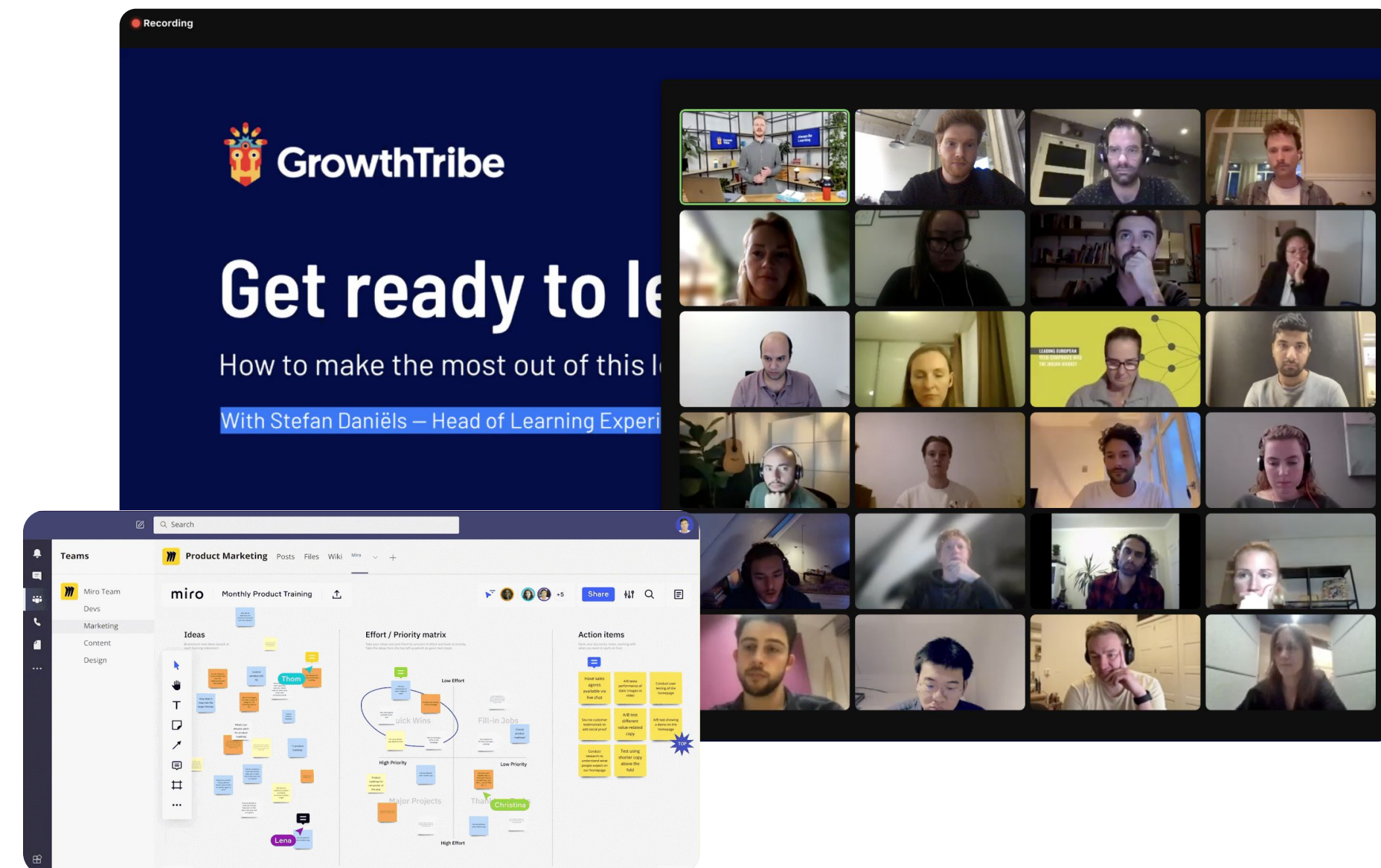## How we show the impact of learning

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!

GrowthTribe

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.

Identify your needs

Collaborating with key stakeholders, we assess the skills needed and consider the budget and time you have available to reach your goal.

Add live sessions

Decide how many and which live sessions your team would need to ensure maximum collaboration and accountability.

Review proposal

We will send you a proposal, outlining your personalised learning journey, and refine it accordingly.

Measure impact

We measure and provide insight reports into learners' progress, performance and business outcomes.

1   **2**   **3**   **4**   **5**   **6**   **7**

Select your modules

Based on your needs, you can start from a recommended learning journey or choose your own modules from our **75+ module catalogue.**

Craft your journey

Following consultation with a learning designer, we will create your personalised learning journey.

Deliver and monitor

Your programme is prepared and delivered. We'll provide reporting and nudging along the way to make sure everyone stays on track.

growthtribe.io

GrowthTribe

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

465

People trained in
**Innovation &
Experimentation**

ING

179

People trained in
Growth Marketing

Boehringer
Ingelheim

139

People trained in
Data Fundamentals

Ahold

172

People trained in
Digital Leadership

Inchcape

75

People trained in
Digital Leadership

Heineken

GrowthTribe

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.

GrowthTribe

Case-Studies & 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.

"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!"

Hugo Raajmakers
Global Head of Platform Innovation @ ING
ING

"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."

Noortje van Genugten
Data Analytics Director
Ahold Delhaize

Ready to reduce the skill gap?

Book a call with a learning consultant now!

growthtribe.io

GrowthTribe