

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



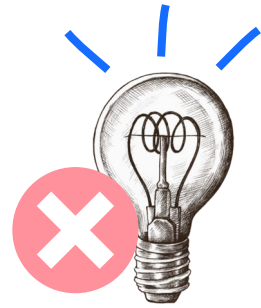
93% Completed in time
9/10 Satisfaction score
75 NPS

44%

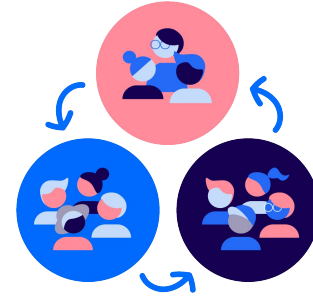
of core skills are expected to change by 2027, highlighting significant **skills gaps across various industries.**

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

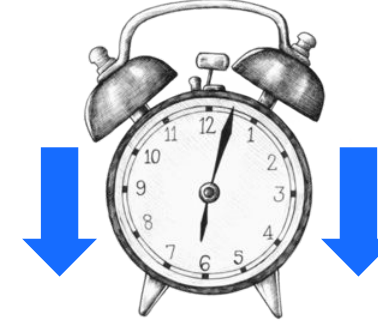
This widening digital skills cap can lead to



Reduced innovation capacity



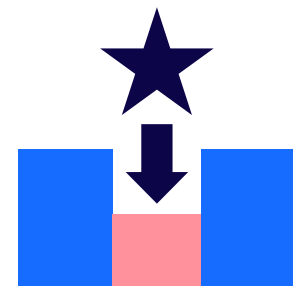
Less cross-functional collaboration



Decreased productivity



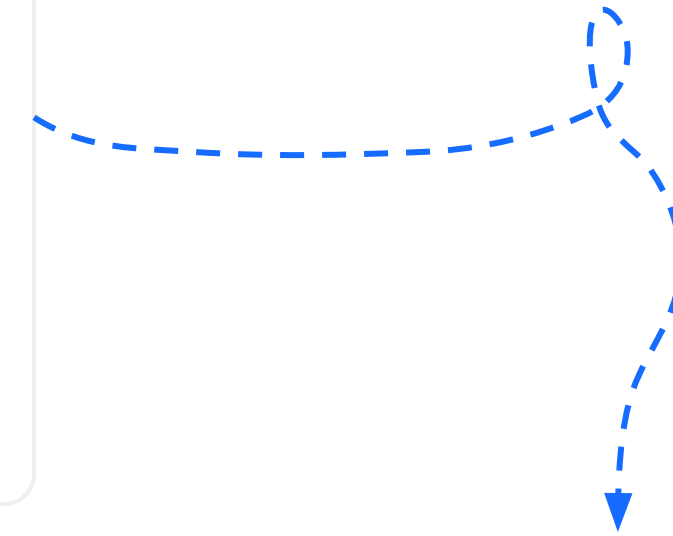
Higher risk for disruptive changes



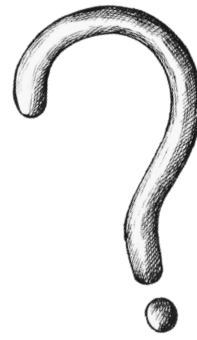
Reduced competitiveness



Compliance and legal risks

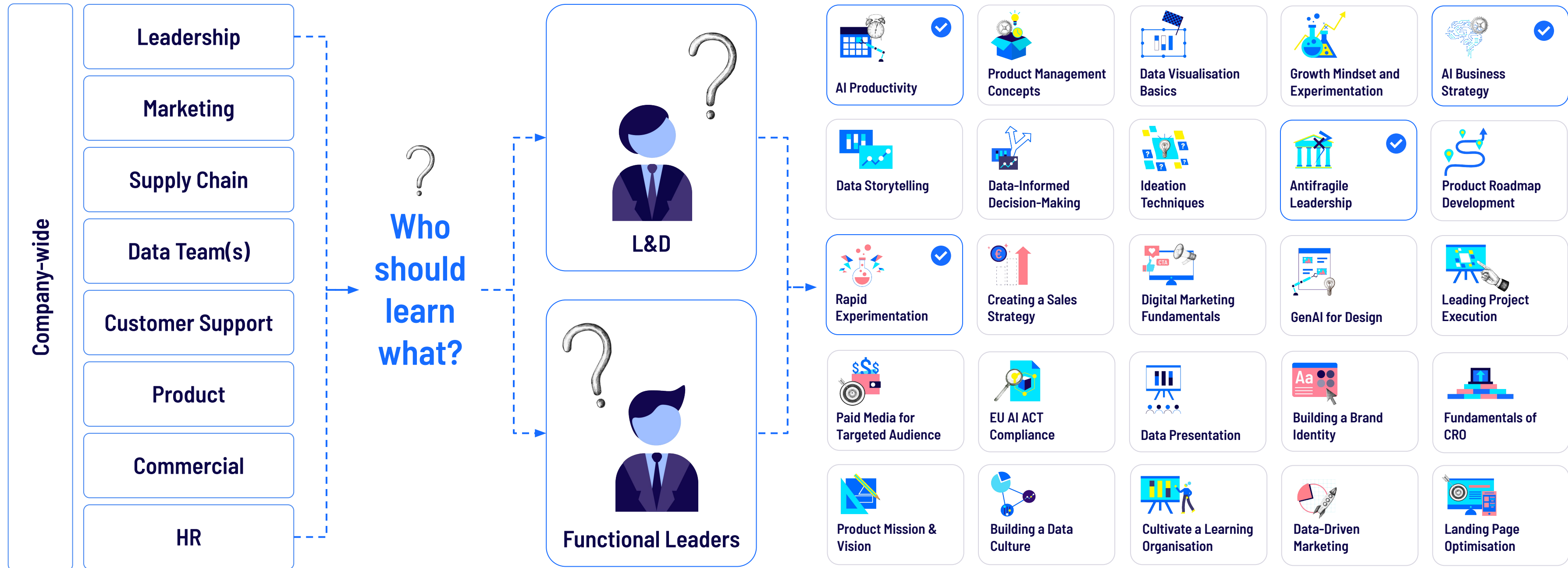


Upskilling is essential in today's rapidly evolving digital landscape to ensure businesses stay competitive and adaptable. As new technologies emerge, employees must develop the skills to leverage these tools effectively, driving innovation, productivity, and efficiency.

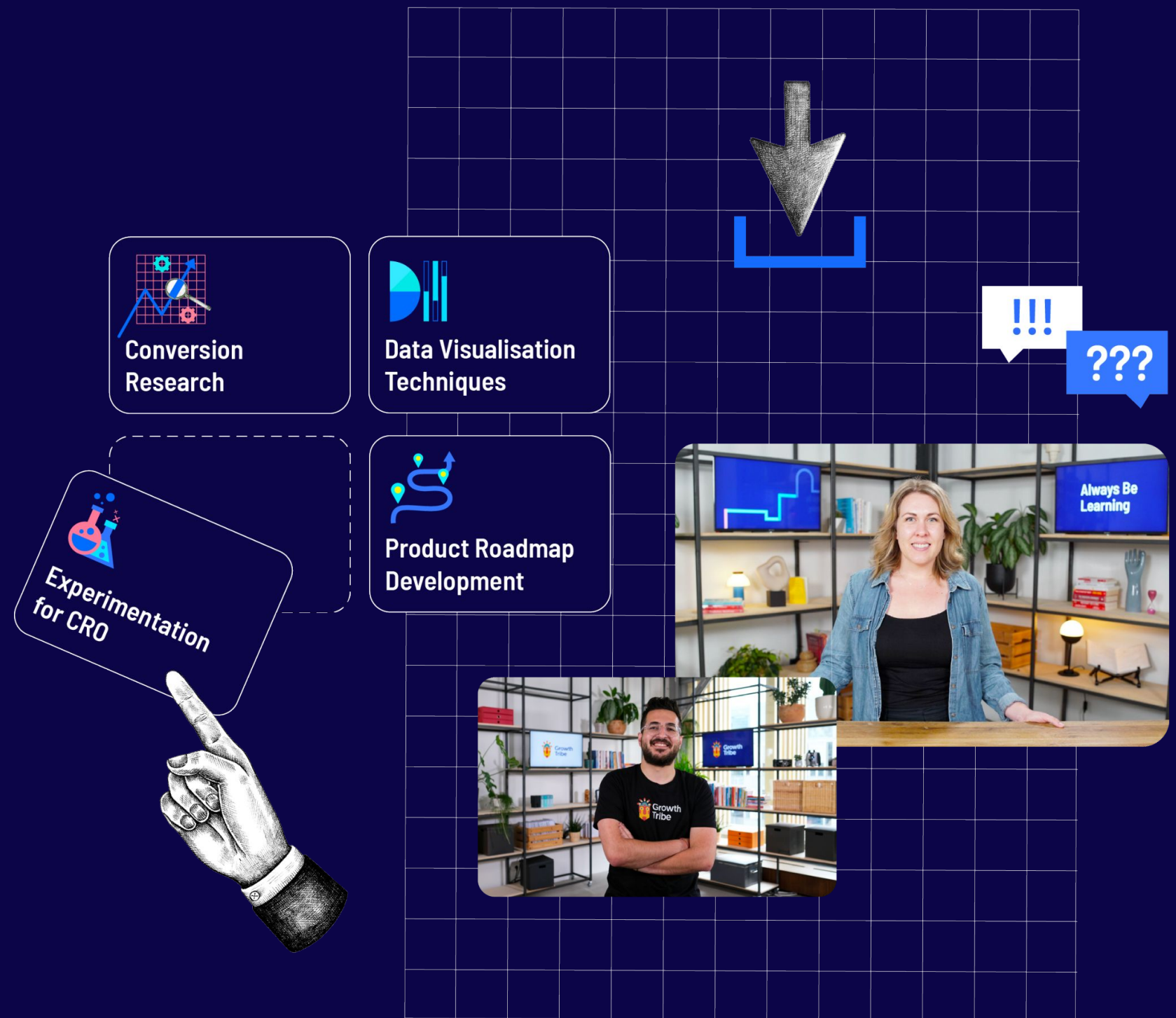


But Where Should We Be Upskilling/Reskilling?

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



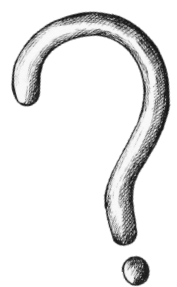
Marketing Teams



40%

of brand-side marketers identify **data and analytics** as the biggest skills gap in their marketing department.

Marketing Week's Career & Salary Survey 2024



The Top 3 Challenges We Usually See in Marketing Teams

Common Obstacles That Impact Performance



1. Difficulty Leveraging Data to Optimise Marketing Performance

Marketing teams often struggle to connect their activities with clear performance outcomes, such as ROI or KPIs, and fail to fully leverage data and analytics for optimisation. This disconnect leads to inefficient campaigns, wasted budgets, and missed growth opportunities.



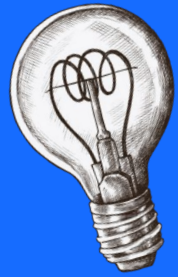
2. Struggling with Innovation to Engage, Retain, and Upsell Customers

Marketing teams often struggle to engage customers, boost retention, and maximise upsell opportunities. Rising acquisition and retention costs, combined with challenges in driving innovation and adopting a culture of experimentation, lead to outdated strategies that fail to deliver personalised, targeted communication.



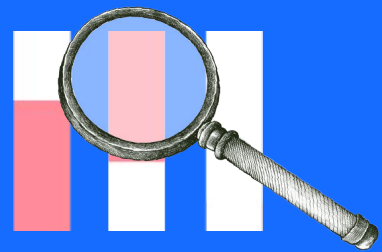
3. Falling Behind in Adopting Artificial Intelligence

Marketing teams often face challenges in adopting artificial intelligence (AI) to enhance their operations. Many struggle to understand how to effectively integrate AI into their processes, missing out on opportunities to automate tasks, personalise customer experiences, and improve decision-making.



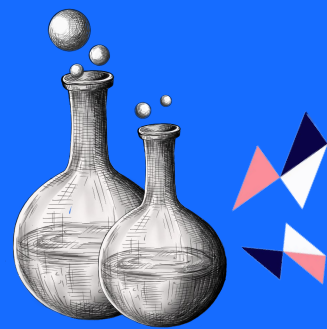
Capabilities to Focus on for Impact

Key Skills to Drive Marketing Success and Engagement



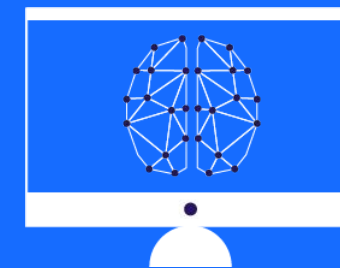
1. Performance Marketing & Analytics

Leveraging data and insights to optimise campaigns, measure ROI, and make informed decisions that align marketing efforts with business objectives.



2. Customer Centricity & Experimentation

Combining a deep understanding of customer needs with a commitment to experimentation. By continually testing and refining solutions based on customer insights, we create personalised experiences that drive innovation, improve engagement, and foster long-term loyalty.



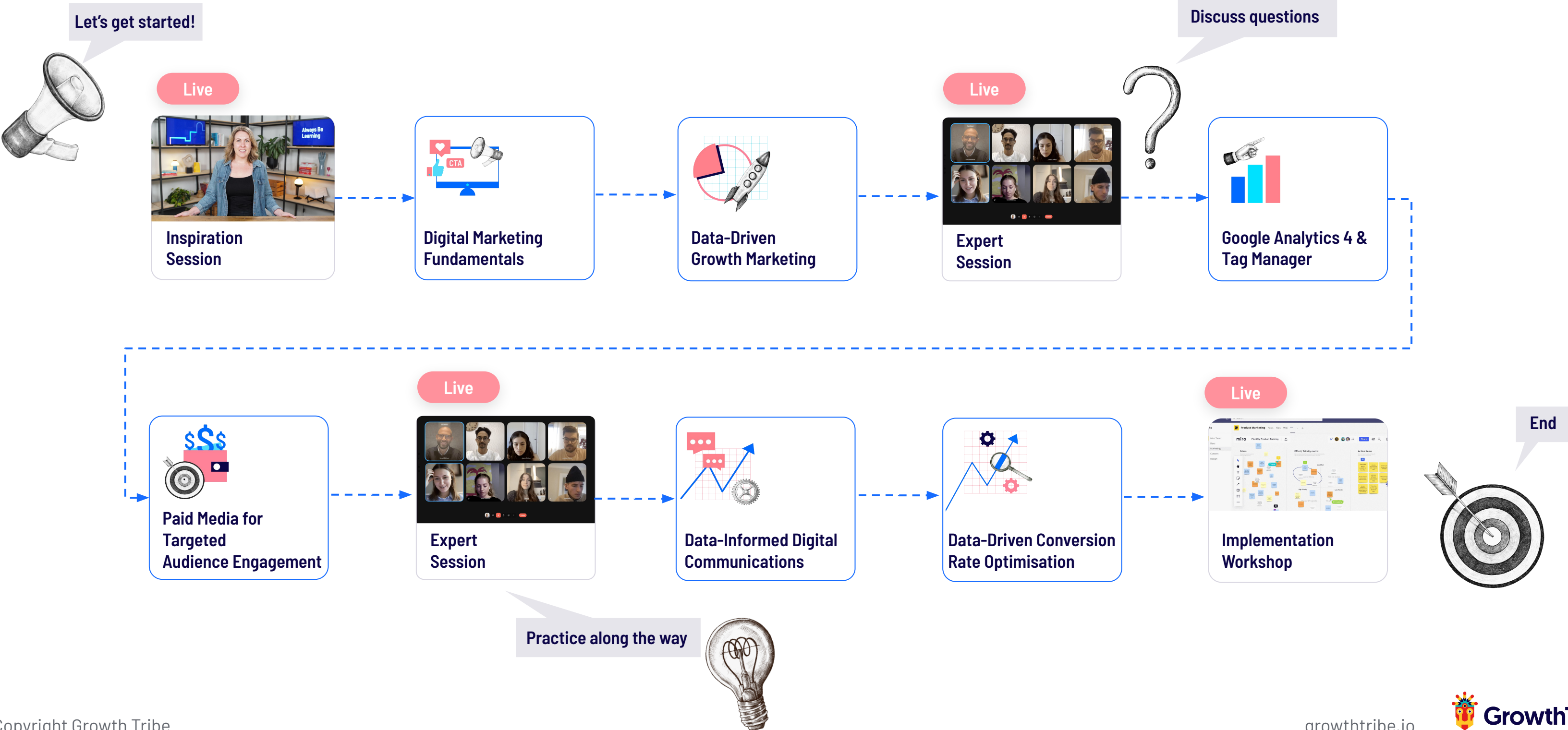
3. AI for Marketing



Harnessing the power of artificial intelligence to automate processes, personalise customer interactions, and enhance decision-making for better marketing outcomes.

1. Performance Marketing & Analytics

Learning Path Example

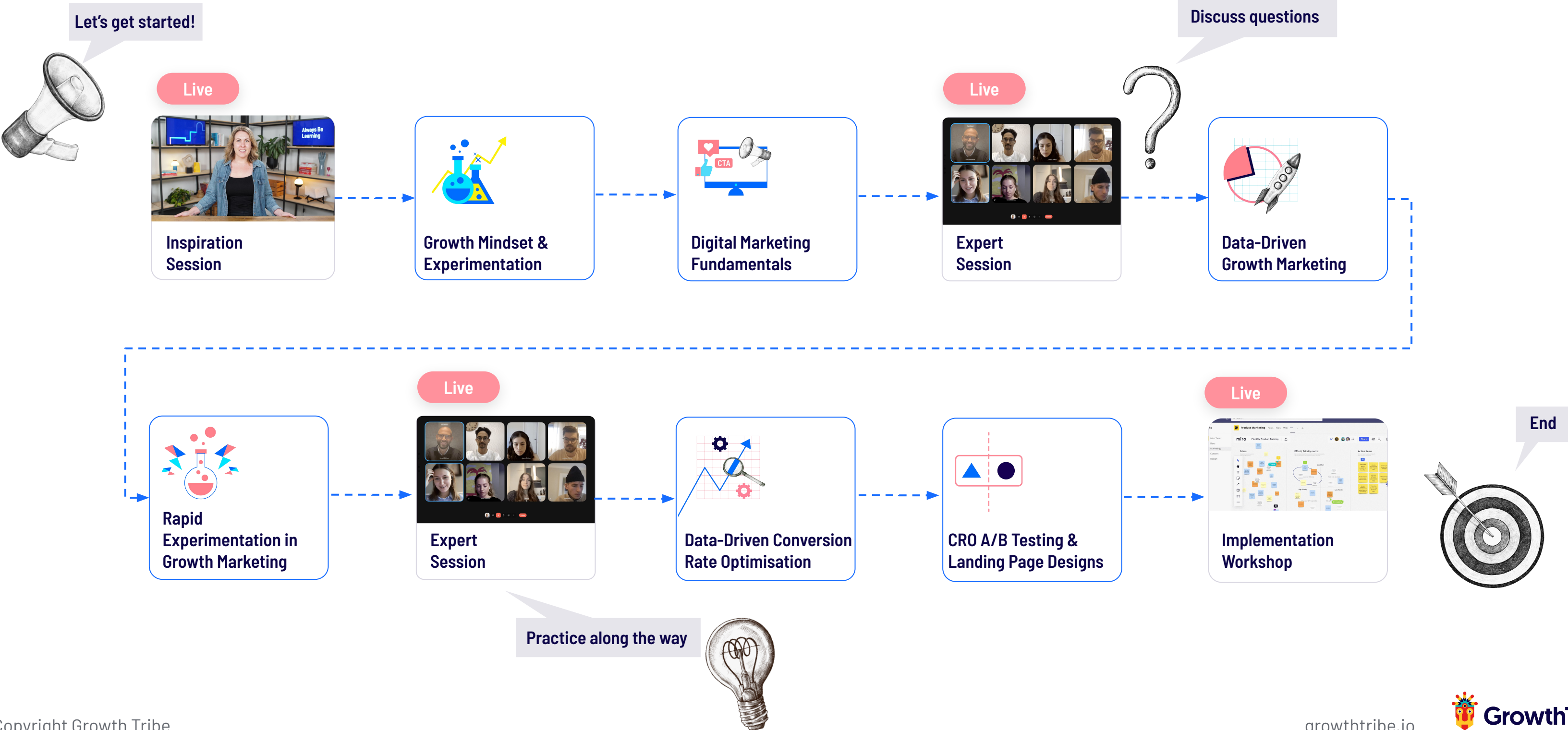


1. Performance Marketing & Analytics - Modules Overview

Module	About	Focus Skills	Lessons
 <p>Digital Marketing Fundamentals</p>	<p>Reach global audiences, drive online presence 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"> → Data-Informed Decision-Making → Customer Personas → Customer Journey 	<ul style="list-style-type: none"> → Being data-driven → Building personas and customer jobs → Customer journey with the Pirate funnel → The GROWS Process
 <p>Data-Driven Growth Marketing</p>	<p>Fuelling growth: Strategies driven by data 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.</p>	<ul style="list-style-type: none"> → Data Roles in Marketing → Lean Analytics → Data Utilisation 	<ul style="list-style-type: none"> → The importance of data and lean analytics → The difference between quantitative and qualitative data
 <p>Google Analytics 4 & Tag Manager</p>	<p>Track users to and from your website data Explore Google Analytics 4, identify crucial marketing metrics, and learn measurement techniques using the latest data analysis tools to supercharge your marketing strategies.</p>	<ul style="list-style-type: none"> → Data Analytics → User-Data Tracking → Data Interpretation 	<ul style="list-style-type: none"> → The most important metrics to measure → Specific events you need to track → Tracking: Google Analytics, Tag Manager, and Hotjar
 <p>Paid Media for Targeted Audience Engagement</p>	<p>Precise targeting to amplify brand impact Prioritise the relevant paid channels for your business, explore effective targeting strategies across different digital advertising platforms, and learn best practices for creating compelling ad copy and visuals.</p>	<ul style="list-style-type: none"> → Targeting & Segmentation → Campaign Creation & Management → Marketing Budget Allocation 	<ul style="list-style-type: none"> → Ad campaign structure → Prioritise awareness channels → Advertising on different social media platforms → Measure the performance of your paid campaigns
 <p>Data-Informed Digital Communications</p>	<p>Data-driven strategies using personas 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"> → Building Personas → A/B testing → Qualitative Research → Customer Journey Mapping 	<ul style="list-style-type: none"> → Your users and their journey → Turning info into insights → A/B Testing → Cross-cultural messaging
 <p>Data-Driven Conversion Rate Optimisation</p>	<p>Unlock profits: Master conversion with data Gain the skills needed to experiment and analyse website data effectively, extract valuable insights, and make informed decisions to optimise website performance and user experience.</p>	<ul style="list-style-type: none"> → Lean Analytics → Data Utilisation → Google Analytics 4 → Experiment Prioritisation 	<ul style="list-style-type: none"> → Using website analytics to hone in on areas for improvement → Ranking ideas based on impact and ease → Formulating a hypothesis and designing an experiment

2. Customer Centricity & Experimentation

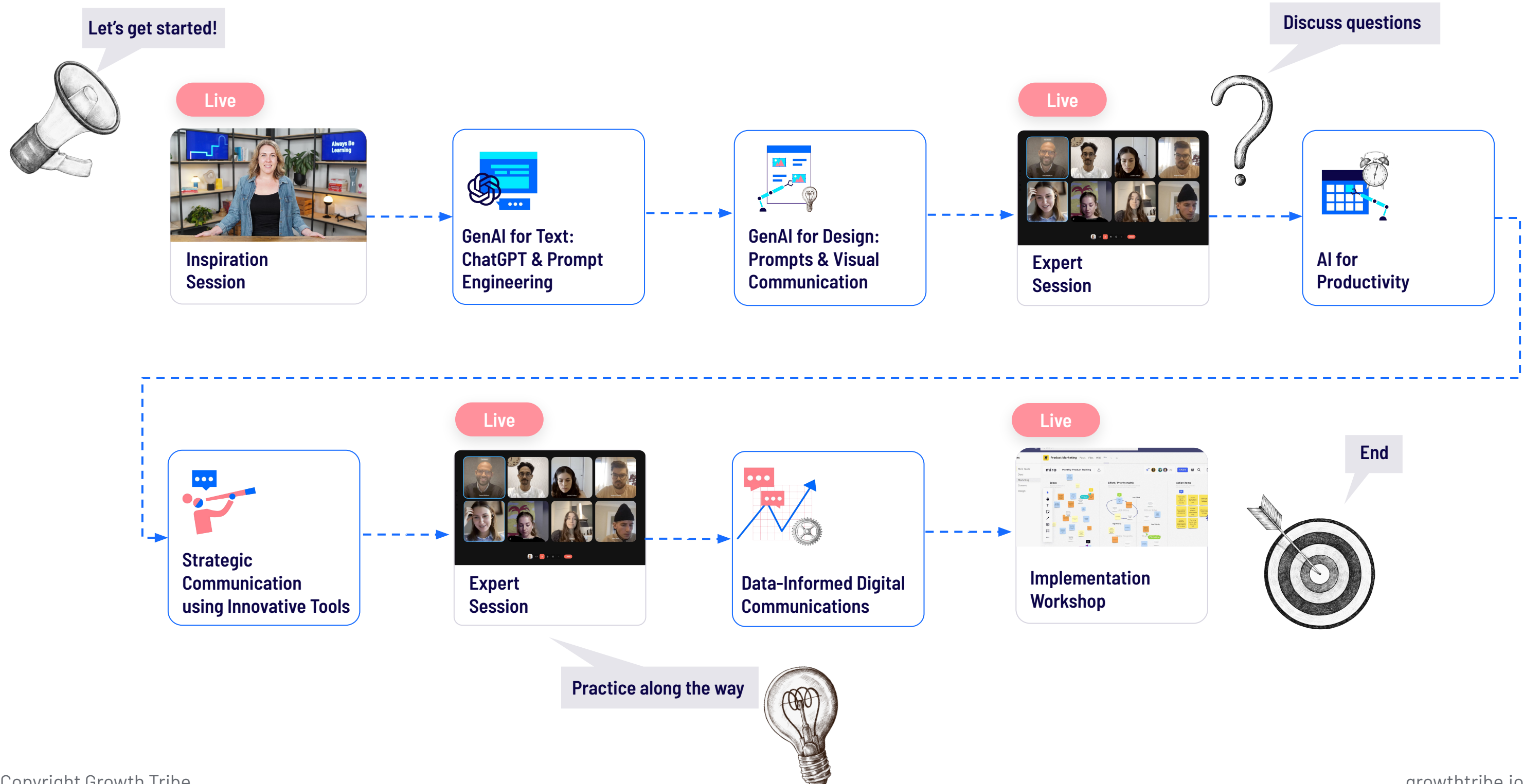
Learning Path Example







2. Customer Centricity & Experimentation - Modules Overview

Module	About	Focus Skills	Lessons
 <p>Growth Mindset & Experimentation</p>	<p>Digital leadership: Embrace change & foster growth Cultivate a culture of constant enhancement and innovation by nurturing growth mindsets and ensuring team members feel psychologically secure to explore new avenues.</p>	<ul style="list-style-type: none"> → Psychological Safety → Change Strategy → Innovation 	<ul style="list-style-type: none"> → Why experimentation? → The growth mindset → The process of de-risking → Types of experiments
 <p>Digital Marketing Fundamentals</p>	<p>Reach global audiences, drive online presence 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"> → Data-Informed Decision-Making → Customer Personas → Customer Journey 	<ul style="list-style-type: none"> → Being data-driven → Building personas and customer jobs → Customer journey with the Pirate funnel → The GROWS Process
 <p>Data-Driven Growth Marketing</p>	<p>Fuelling growth: Strategies driven by data 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.</p>	<ul style="list-style-type: none"> → Data Roles in Marketing → Learn Analytics → Data Utilisation 	<ul style="list-style-type: none"> → The importance of data and lean analytics → The difference between quantitative and qualitative data
 <p>Rapid Experimentation in Growth Marketing</p>	<p>Accelerating success: Experimentation in action 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"> → Experiment Prioritisation → Experiment Management → Analysing Experiment Results 	<ul style="list-style-type: none"> → Why experimentation is important → Gather & Rank experiment ideas → Design and run an experiment → Analyse and understand the results
 <p>Data-Driven Conversion Rate Optimisation</p>	<p>Unlock profits: Master conversion with data Gain the skills needed to experiment and analyse website data effectively, extract valuable insights, and make informed decisions to optimise website performance and user experience.</p>	<ul style="list-style-type: none"> → Lean Analytics → Data Utilisation → Google Analytics 4 → Experiment Prioritisation 	<ul style="list-style-type: none"> → Using website analytics to hone in on areas for improvement → Ranking ideas based on impact and ease → Formulating a hypothesis and designing an experiment
 <p>CRO A/B Testing & Landing Page Designs</p>	<p>Transform web pages and elevate results Learn to test ideas, plan experiments, use A/B testing, and make effective landing pages. Discover advanced CRO methods for boosting conversions and achieving excellent outcomes.</p>	<ul style="list-style-type: none"> → Digital Marketing Experimentation → Marketing Experiment Management → A/B Testing → Landing Page Creation 	<ul style="list-style-type: none"> → Understand the types of tests that you can run → Creating and analysing an A/B test → Creating a landing page in 5 Minutes

3. AI for Marketing Learning Path Example



3. AI for Marketing - Modules Overview

Module	About	Focus Skills	Lessons
 <p>GenAI for Text: ChatGPT & Prompt Engineering</p>	<p>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.</p>	<ul style="list-style-type: none"> → LLM Applications and Systems → AI Ethics → Prompt Engineering 	<ul style="list-style-type: none"> → What are LLMs? → LLM applications → Prompt engineering → LLMs at scale
 <p>GenAI for Design: Prompts & Visual Communication</p>	<p>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.</p>	<ul style="list-style-type: none"> → GenAI for Design → GenAI for Presentations → GenAI for Landing Pages 	<ul style="list-style-type: none"> → GenAI for visuals → Applications in communication and presentations → Marketing and Sales → Product development and innovation
 <p>AI for Productivity</p>	<p>Boost efficiency with AI 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"> → AI Mindset → AI Application → Scoping Projects with AI 	<ul style="list-style-type: none"> → The mindset for automation → AI for personal productivity → Team productivity → Operational and organisational productivity
 <p>Strategic Communication using Innovative Tools</p>	<p>Master copywriting, AI content & digital channels Elevate digital communication with AI-driven content creation, impactful copywriting, SEO, and cutting-edge tools. Unite proven methods and emerging innovations like ChatGPT for strategic online communication.</p>	<ul style="list-style-type: none"> → Copywriting → AI for Content Creation → SEO-Optimised Writing 	<ul style="list-style-type: none"> → Communicating effectively via digital channels → Putting writing techniques to work → Writing for non-humans → Automated tools and emerging tech
 <p>Data-Informed Digital Communications</p>	<p>Data-driven strategies using personas 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"> → Building Personas → A/B testing → Qualitative Research → Customer Journey Mapping 	<ul style="list-style-type: none"> → Your users and their journey → Turning info into insights → A/B Testing → Cross-cultural messaging

Other Capabilities for Marketing Teams

Content & SEO	Funnel Marketing	CRO	Other
 <p>Content Marketing Strategy</p>	 <p>Top-Funnel Marketing: Awareness & Acquisition</p>	 <p>Fundamentals of CRO</p>	 <p>Developing a Digital Communications Strategy</p>
 <p>Paid Media for Targeted Audience Engagement</p>	 <p>Mid-Funnel Marketing: Activation & Retention Strategies</p>	 <p>Conversion-Centric Website Optimisation</p>	 <p>Retargeting Tactics & Email Marketing Best Practices</p>
 <p>Persuasive Digital Communication</p>	 <p>Bottom-Funnel Marketing: Revenue, CLTV & Virality</p>	 <p>Data-Driven Conversion Rate Optimisation</p>	 <p>No-Code Landing Page Creation & Optimisation</p>
 <p>Building a Brand Identity</p>		 <p>CRO A/B Testing & Landing Page Designs</p>	

Case-study

Main contact person
Matteo Trichilo – Head of Growth Global Marketing

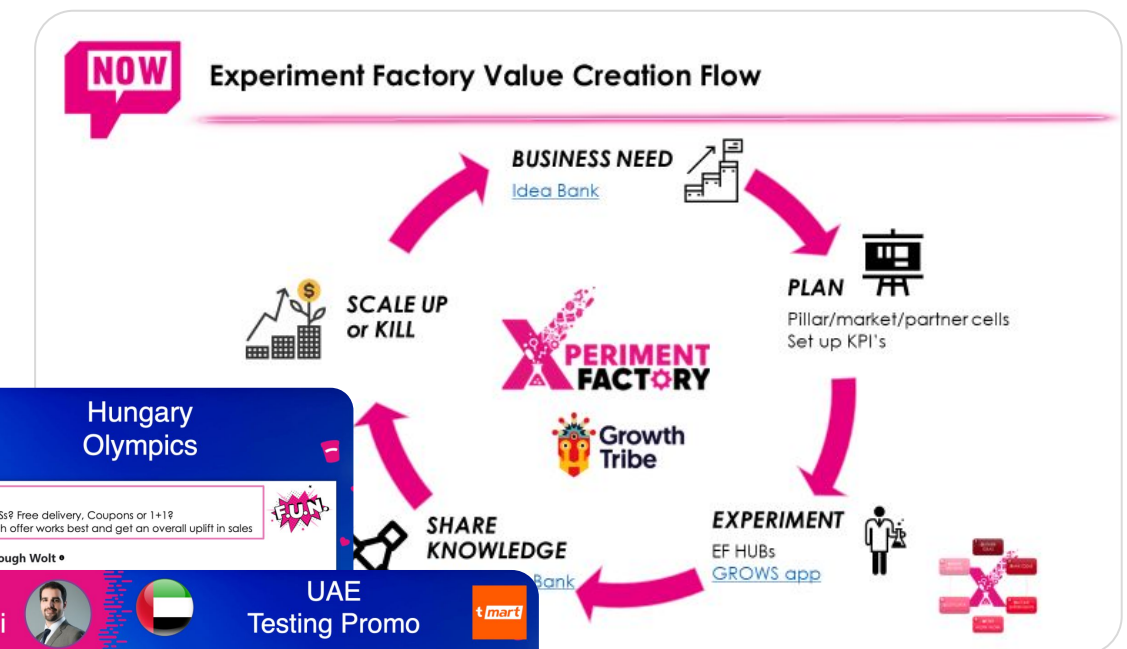


Key Challenge

Unilever had inconsistencies in its marketing strategies across markets. They lacked best practices, which led to uneven conversion rates in their performance marketing teams.

The Solution

Growth Tribe launched a new integrated experiment factory format which equipped all teams with a common baseline capability level and best practices surrounding the experimentation process, data-driven marketing and conversion optimisation.



Experiment Card 1: Hungary Olympics
 Growth Hacker: Tamas Zalanyi
 Experiment: 1. QUESTION: Which offer will get the highest uplift for our VSs? Free delivery, Coupons or 1+1? 2. HYPOTHESIS: By doing 3 consecutive promotion we will get to know which offer works best and get an overall uplift in sales.
 Action: Orders through Wolt

Experiment Card 2: UAE Testing Promo
 Growth Hacker: Hasan Alkhunaizi
 Experiment: Hypothesis: We believe that if we implement c/o filter, THEN we will increase IC sales in smart. IF we include additional discounts on top of checkout filter, THEN we will increase sales.
 Action: Check out filter show

Experiment Card 3: Poland Testing Promo
 Growth Hacker: Natalia
 Experiment: Hypothesis: IF we list B&J cups next to pints in FC partner, THEN we will increase overall IC sales. What is the additional effect of the Always on Meal Deal?
 Volume Sales per month per format w/ penetration rate
 Action: 1. Adding 3 B&J Cups to cater to single occasion increase baseline sales by +75%. 2. Adding always-on meal deals across portfolio (pints & cups) increase baseline sales by +64%.
 Ensure portfolio for single & group occasions across all ordering platforms and incorporate in always-on meal deals

The Impact

865

marketers upskilled
globally

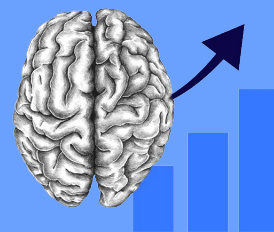
68%

reduction in time to market as a result of the learnings.

9.3

average satisfaction score.

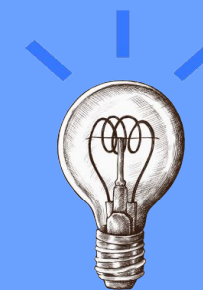
Areas of Greatest Impact:



Fostered a culture of continuous learning.



Improved knowledge of key marketing concepts and strategies.



Improved decision-making process.

A Bit More About Growth Tribe

75+ Modules and more ...

Data Visualisation Techniques

GenAI for Text with ChatGPT

Conversion Research

Product Roadmap Development

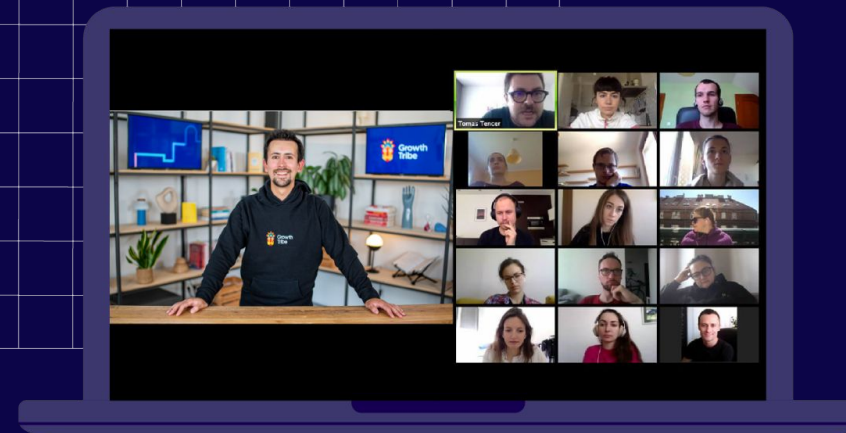
Visual AI Prompt for Design

Experimentation for CRD



Live & On-demand

15+ Certificates





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

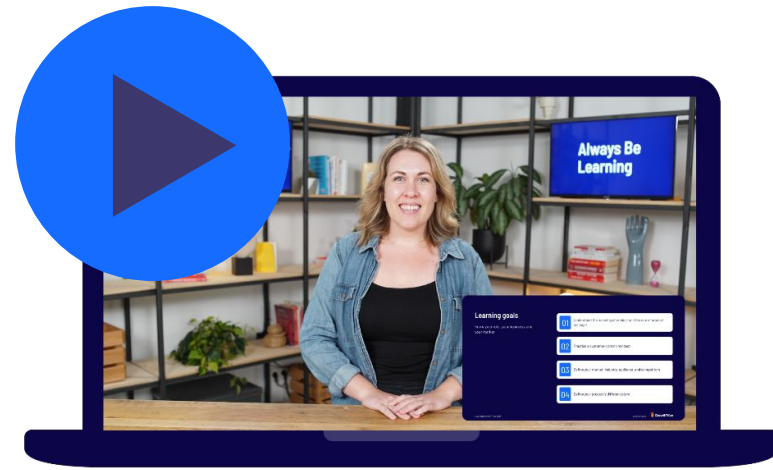
How?

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.



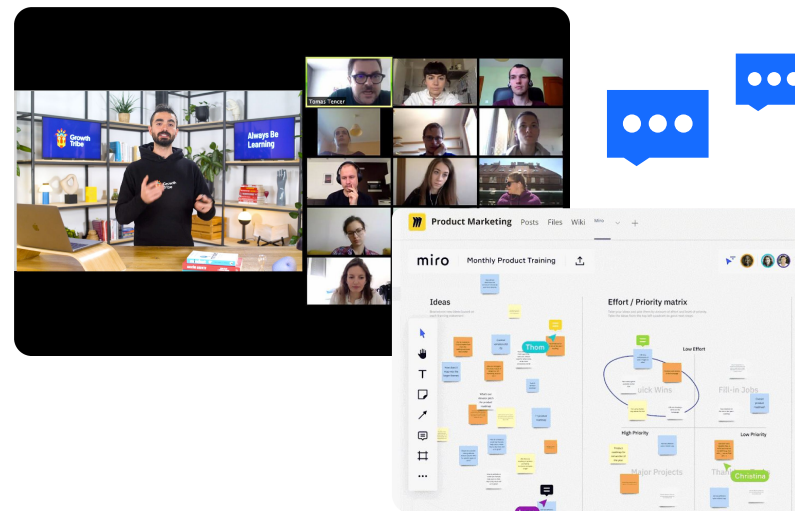
Choose a Format **Adapted** to Your Needs



On-demand

Scalability!

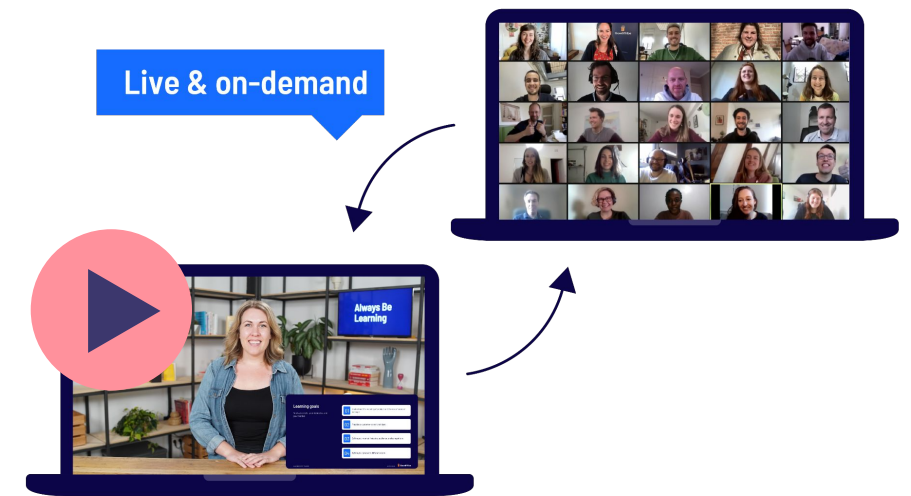
Learn at your own pace



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 120 learning modules, each represented by a square icon with a title and a small blue checkmark. The modules are arranged in 5 rows and 24 columns. A hand in a suit sleeve points to the 'Pitching and Closing Deals' module in the top row, 18th column. Another hand points to the 'Cultivate a Learning Organisation' module in the bottom row, 18th column. In the center, a laptop screen shows a 'Question break' titled 'AI maturity model' with a 'Mini-exercise: Assess your AI maturity' section. The laptop screen also displays a sidebar menu with 'AI and Machine Learning Fundamentals' selected.

Row	Col 1	Col 2	Col 3	Col 4	Col 5	Col 6	Col 7	Col 8	Col 9	Col 10	Col 11	Col 12	Col 13	Col 14	Col 15	Col 16	Col 17	Col 18	Col 19	Col 20	Col 21	Col 22	Col 23	Col 24
1	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											
2	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											
3	Rapid Experimentation	Creating a Sales Strategy	Digital Marketing Fundamentals	GenAI for Design	Lead Generation	Executive Presence	Marketing Tactics	Email Marketing	Agile Risk Mitigation	Digital Asset Risk Mitigation	ChatGPT Prompt Engineering	Sales Fundamentals												
4	Paid Media for Targeted Audience	Blockchain Case Studies	Data Presentation	Building a Brand Identity	Funnel Marketing	CRM	Blockchain Careers	Data Driven Strategies	Commercial Growth	Project Planning and Documentation	Enhancing Data Stories													
5	Product Mission & Vision	Building a Data Culture	Cultivate a Learning Organisation	Data-Driven Growth Marketing	Lead Generation	Operational Excellence	Website Landing Creation	Project Management Fundamentals	Navigate Blockchain Regulation	Lead Change Management	And more...													

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



Inspire & Kick-off **Inspiration Session**

Max 150 people

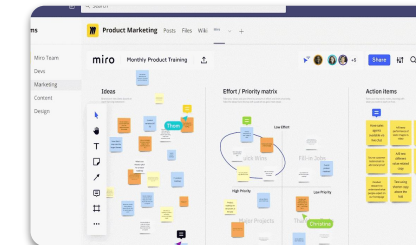
A 1.5-hour live keynote designed to introduce your team(s) to Growth and Marketing, Data & AI, or Leadership Mindset. Leaving them with a new mental toolkit to tackle business challenges.



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.



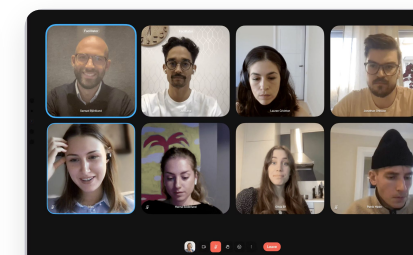
Live sessions

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.

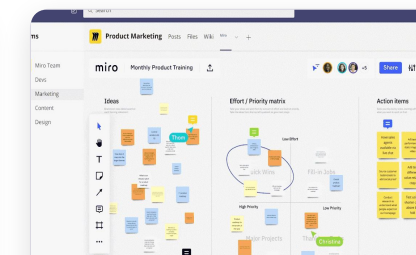
- Rapid Experimentation
- Creating a Sales Strategy
- Digital Marketing Fundamentals
- GenAI for Design
- Paid Media for Targeted Audience
- Blockchain Case Studies
- Data Presentation
- Building a Brand Identity
- Product Mission & Vision
- Building a Data Culture
- Cultivate a Learning Organisation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



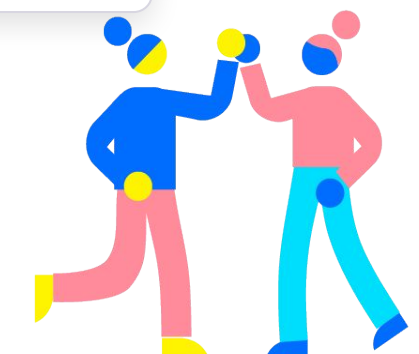
Inspire & Kick-off
Kick-off Session



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-

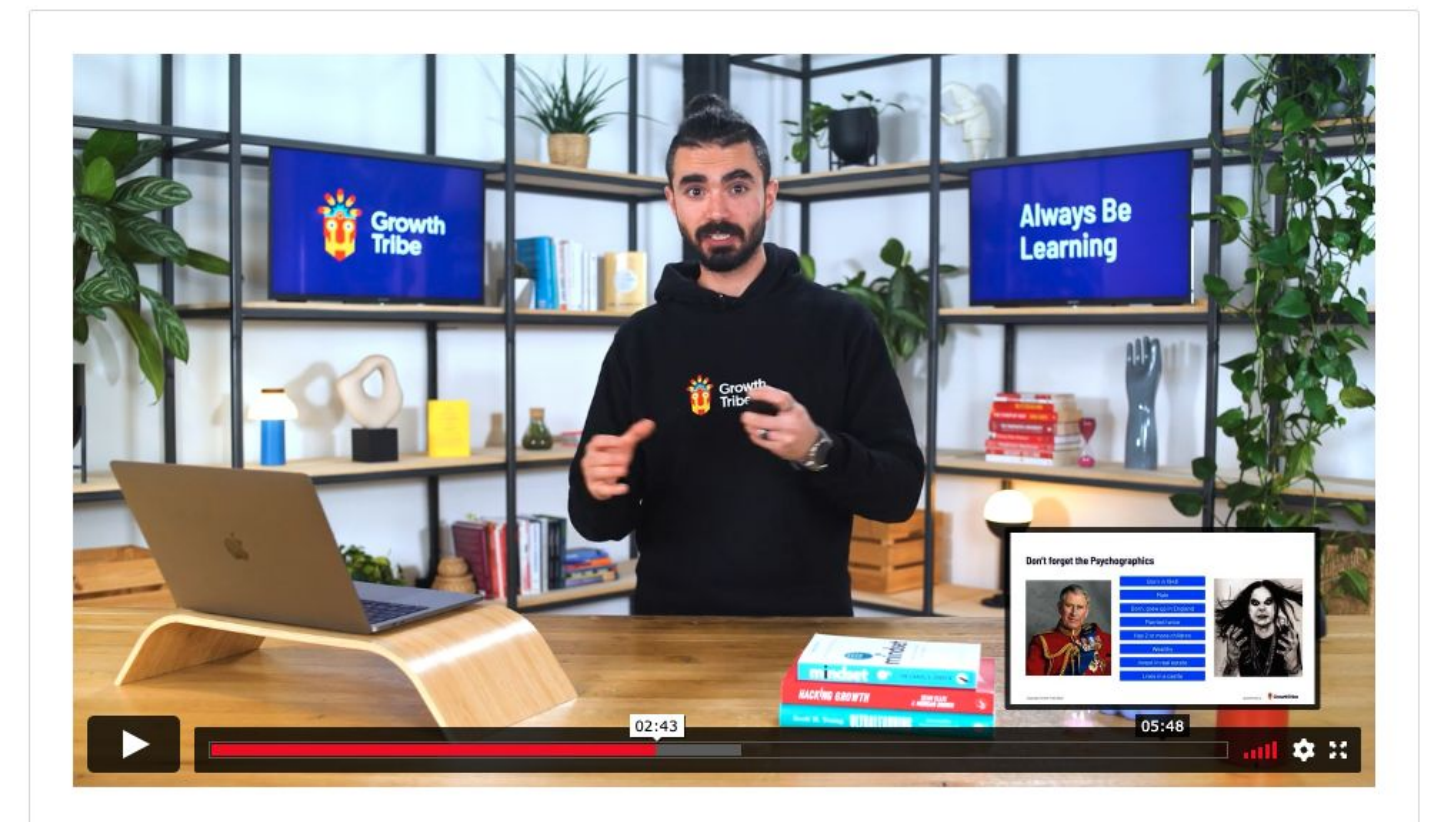
- Escalate**
to someone with more authority.
- Exploit**
by ensuring the opportunity is realized. Assign best talent and prioritise work.
- Share**
by transferring to more people to ensure the value is captured.
- Enhance**
by increasing probability of success or impact. Add resources to ensure.

Aspects of Project Schedule

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

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.

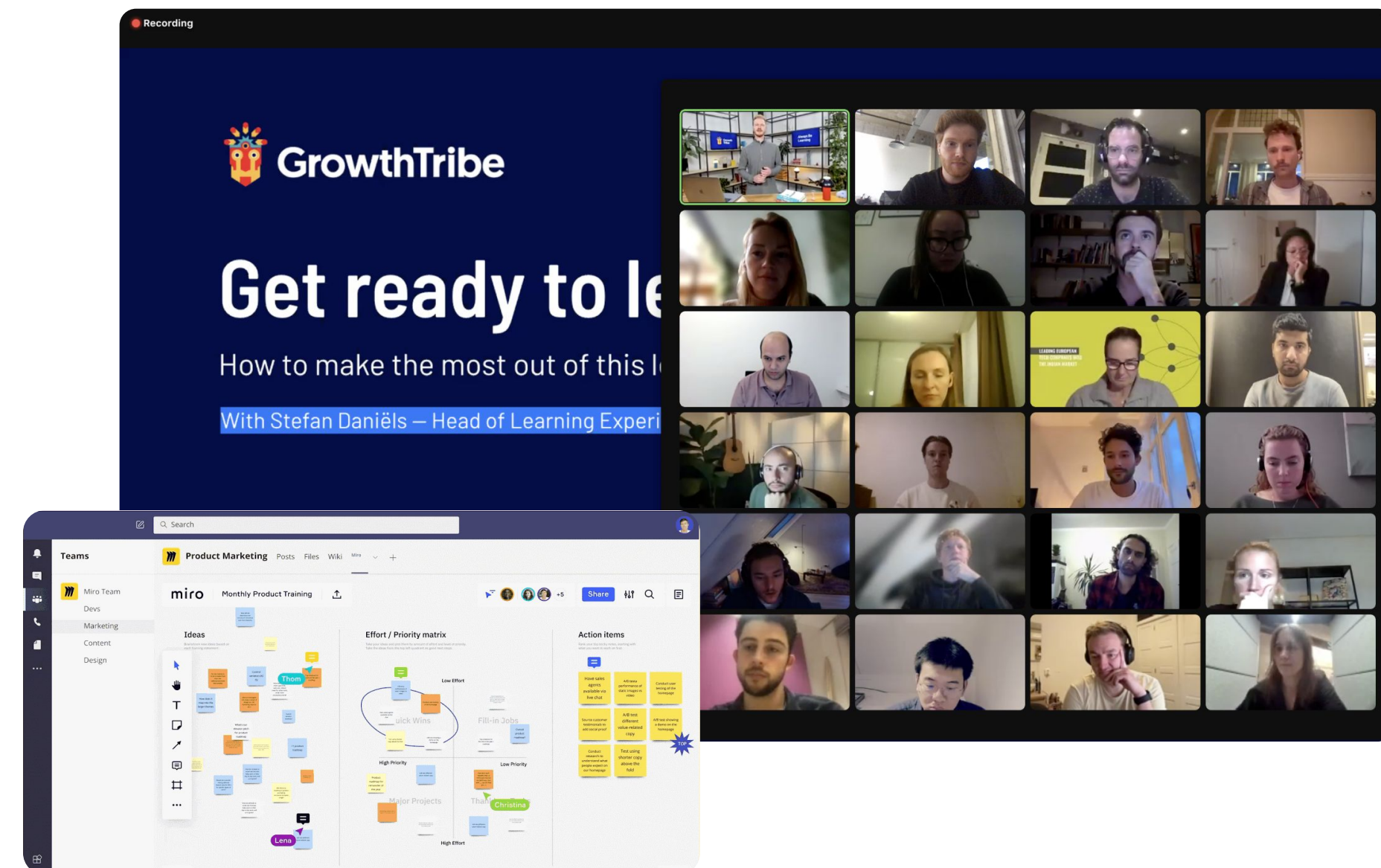


In a nutshell

- 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



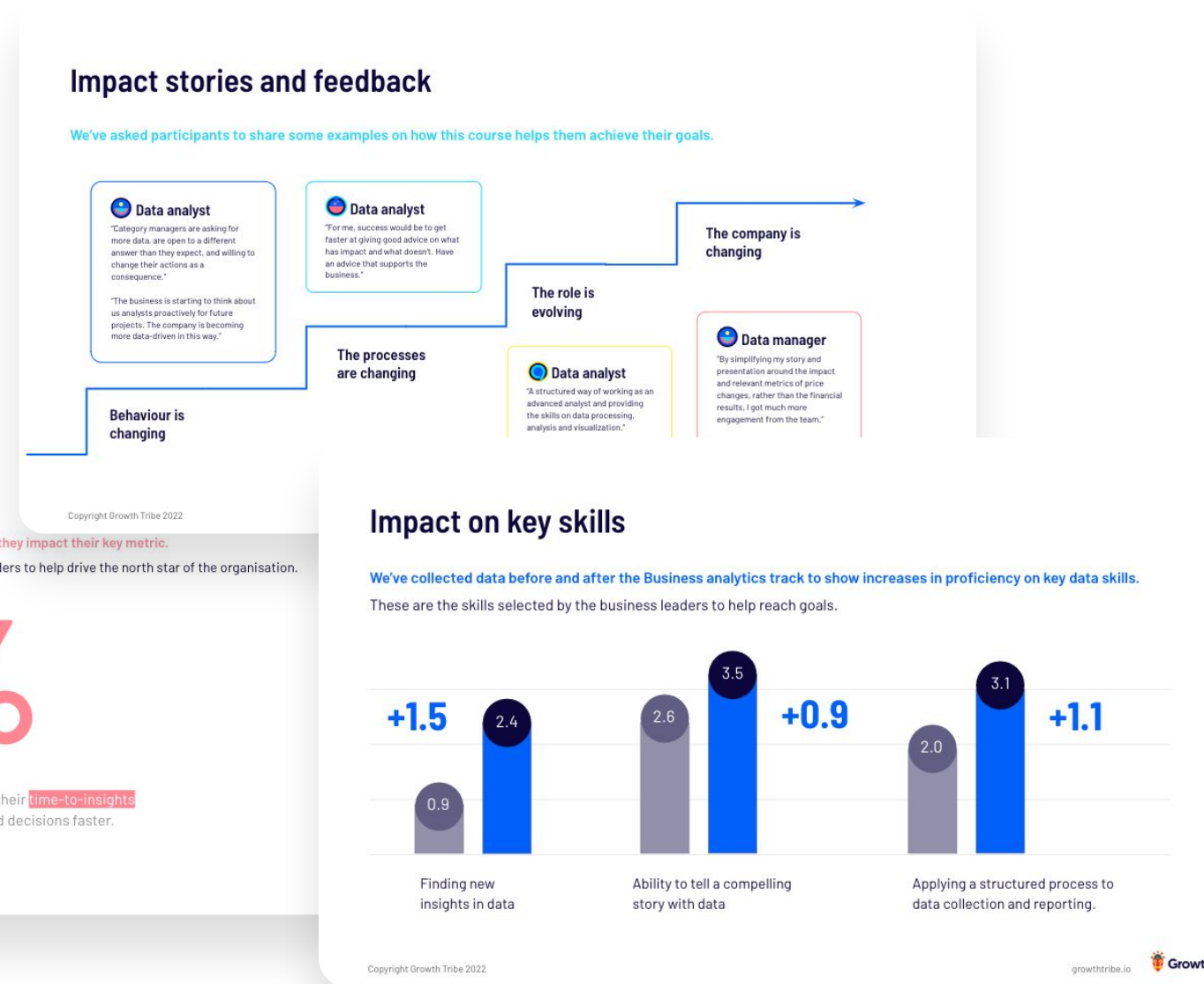
As NN Bank we are very happy with the outcome of the scan and found the insights very useful. This was exactly what we needed to determine which digital capabilities we needed to prioritise for upskilling.



Hugo Raaijmakers
Global Head of Platform Innovation



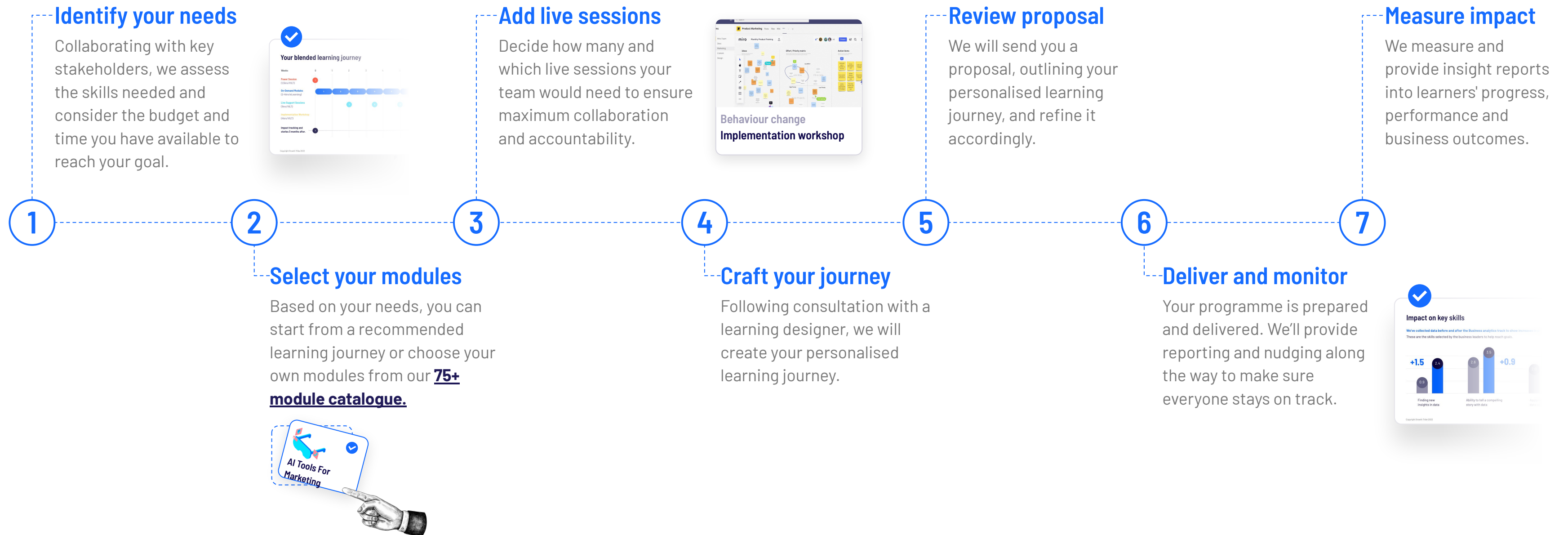
Growth Tribe is part of our digital transformation programme. The training they have provided to teams is of extremely high quality and catered to our business context. I would highly recommend them to anyone!



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!](#)

