

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



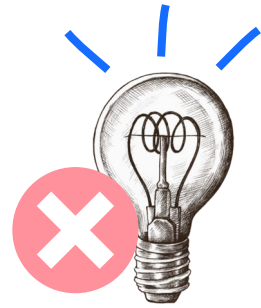
93% Completed in time
9/10 Satisfaction score
75 NPS

44%

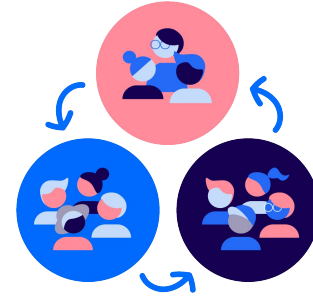
of core skills are expected to change by 2027, highlighting significant **skills gaps across various industries.**

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

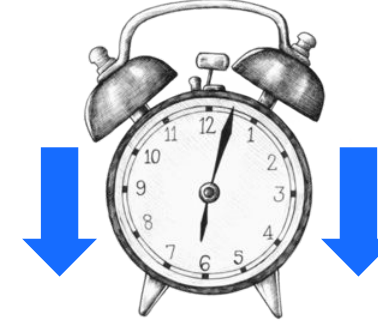
This widening digital skills cap can lead to



Reduced innovation capacity



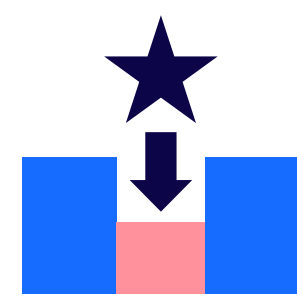
Less cross-functional collaboration



Decreased productivity



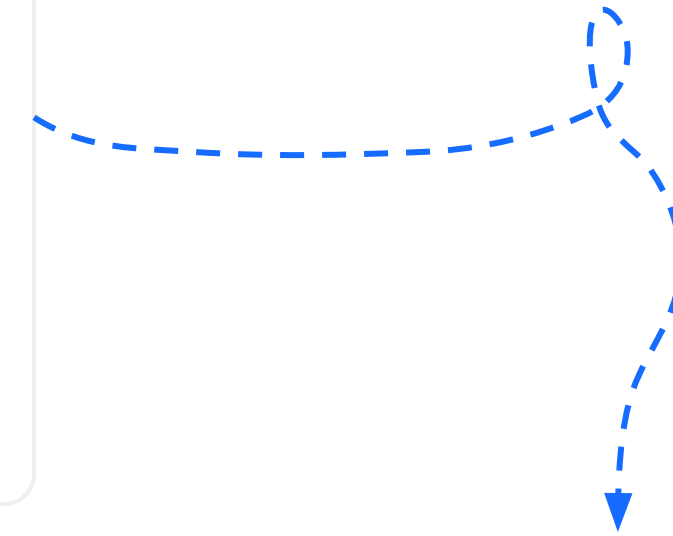
Higher risk for disruptive changes



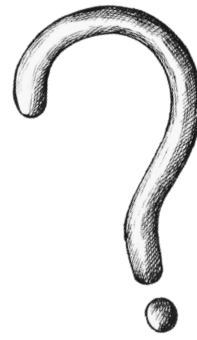
Reduced competitiveness



Compliance and legal risks

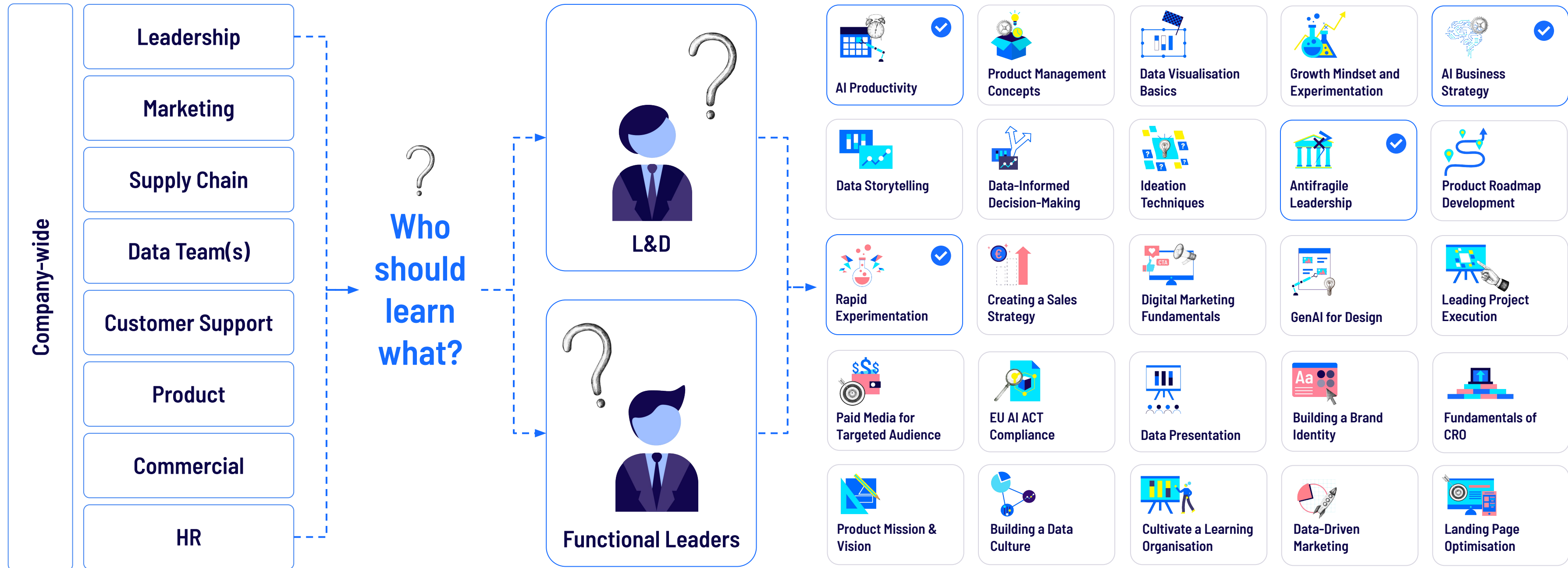


Upskilling is essential in today's rapidly evolving digital landscape to ensure businesses stay competitive and adaptable. As new technologies emerge, employees must develop the skills to leverage these tools effectively, driving innovation, productivity, and efficiency.

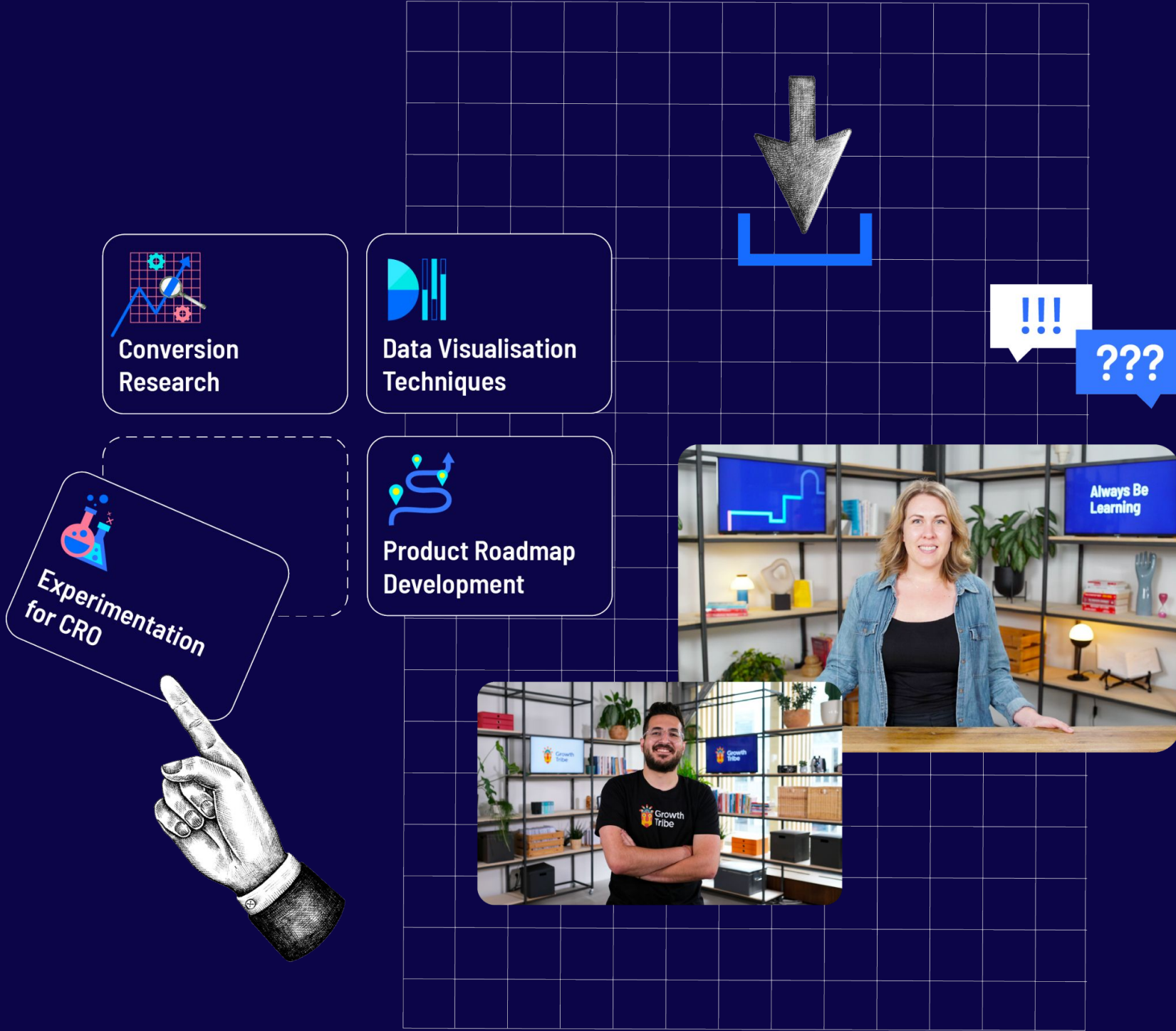


But Where Should We Be Upskilling/Reskilling?

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



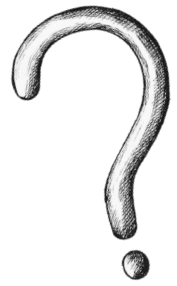
Supply Chain Teams



22%

of supply chain leaders believe their organisation has a high level of digital supply chain maturity.

Gartner. (2023). Supply Chain Technology User Wants and Needs Survey.



The Top 3 Challenges We Usually See in Supply Chain Teams

Common Obstacles That Impact Performance



1. Inefficiencies and Higher Costs due to Lack of Data Literacy, Governance, and Utilisation

Despite having access to a lot of data, many supply chain teams struggle to utilise it effectively due to a lack of data analytics skills or a data-driven mindset. This results in poor decision-making, reduced efficiency, and, without proper data governance, a higher risk of inconsistent processes, leading to wasted resources.



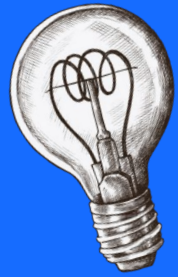
2. Challenges in Adapting to Constant Change and Disruptions

Supply chains face constant changes and disruptions. To navigate these challenges, teams must be able to adapt quickly, manage risks proactively, and maintain strong communication with suppliers. However, many teams lack the necessary agile project management skills to respond efficiently to these shifts, resulting in delayed responses and operational bottlenecks.



3. Struggling to Adopt Emerging Technologies and Automation

Technologies like automation and AI have the potential to drastically improve efficiency, reduce costs, and enhance decision-making. However, many supply chain teams are slow to adopt these advancements due to a lack of technical expertise, fear of disrupting existing processes, or difficulty integrating new systems. This hesitation to evolve can result in missed opportunities and reduced competitiveness.



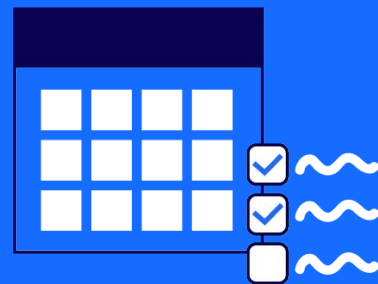
Capabilities to Focus on for Impact

Key Skills to Drive Success within Supply Chain



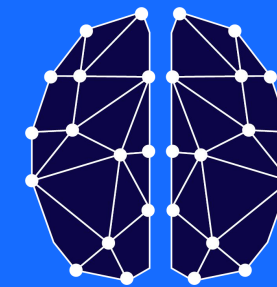
1. Developing Strong Data Analytics and Governance Capabilities

To overcome inefficiencies, supply chain teams need to prioritise data literacy and analytics skills. This involves training teams to interpret and leverage data effectively, leading to better decision-making, higher efficiency, and reduced waste.



2. Enhancing Agility and Project Management Skills

Supply chain teams must become more agile in responding to constant changes and disruptions. This involves building strong risk management strategies, improving collaboration with suppliers, and adopting agile project management techniques to adjust quickly to market fluctuations and supply chain shocks.

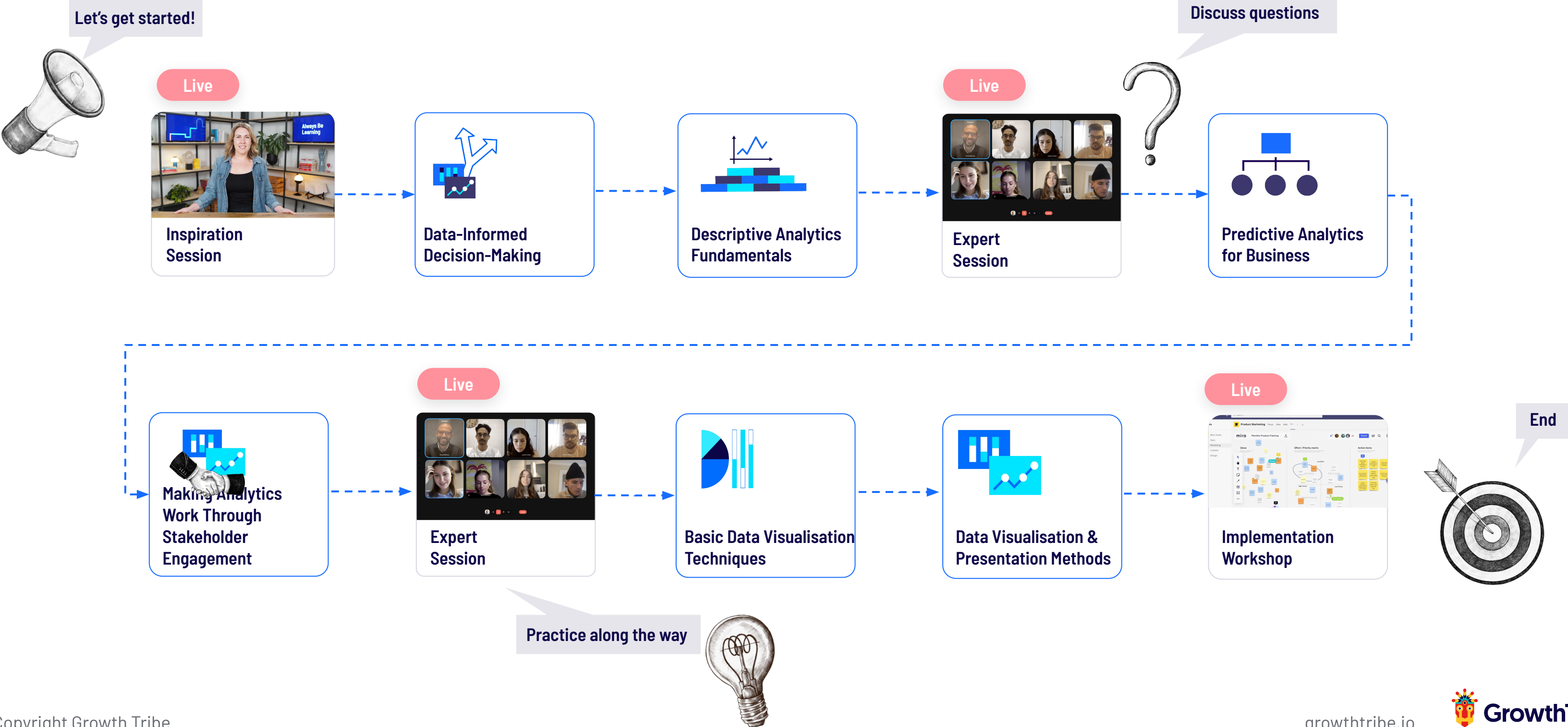


3. AI for Innovation and Automation

To stay competitive, supply chain teams must fully embrace emerging technologies like automation and AI. This requires a mindset shift toward innovation and the development of skills necessary to integrate these technologies without disrupting existing operations.

1. Data Analytics and Governance Capabilities

Learning Path Example

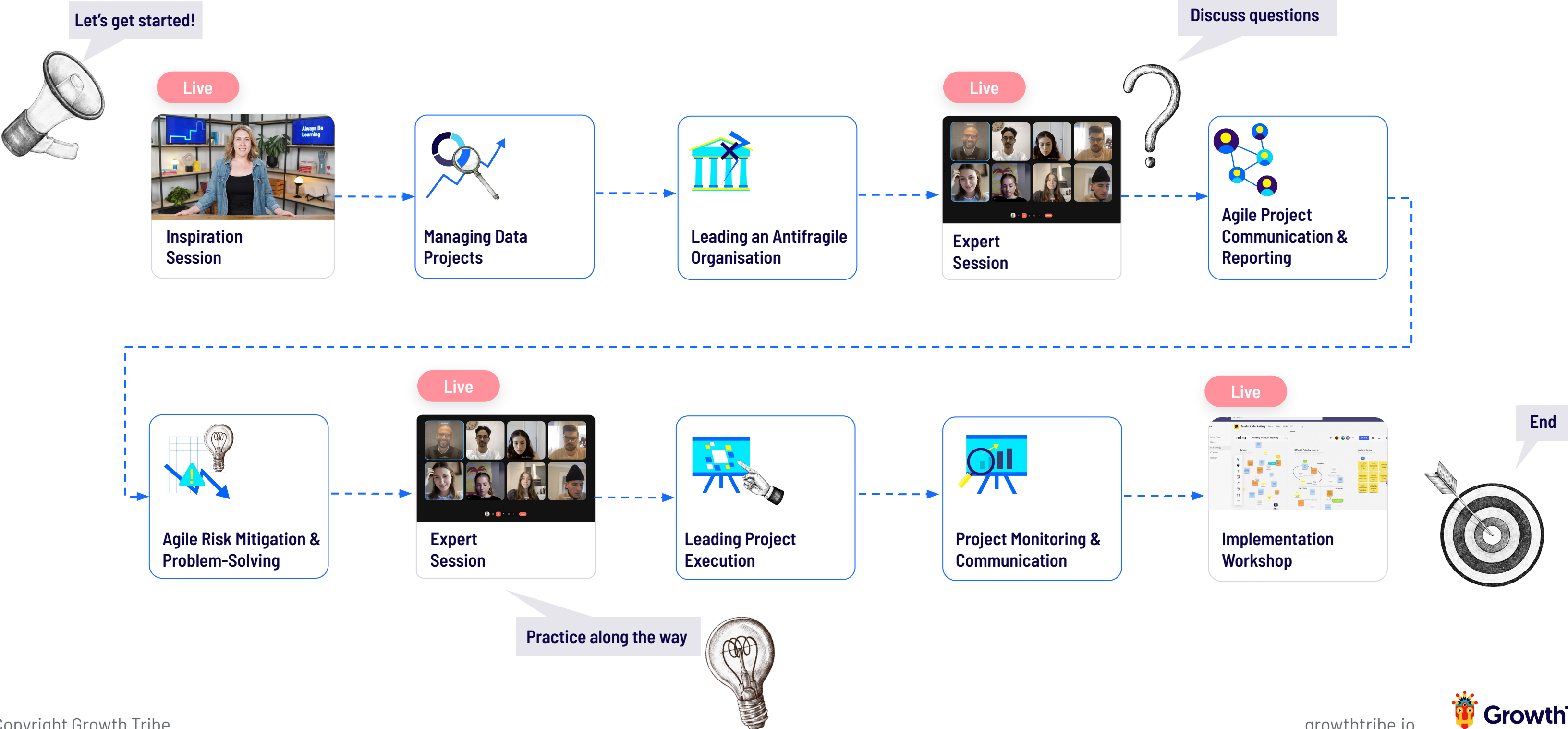


1. Data Analytics and Governance Capabilities - Modules Overview

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.	<ul style="list-style-type: none"> → Data-Informed Mindset → Data-Driven Decision-Making → Strategic Thinking 	<ul style="list-style-type: none"> → 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.	<ul style="list-style-type: none"> → Data Literacy → Data Analytics → Measurement Strategy 	<ul style="list-style-type: none"> → 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.	<ul style="list-style-type: none"> → Machine Learning → Predictive Analytics → Business Analytics 	<ul style="list-style-type: none"> → 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.	<ul style="list-style-type: none"> → Data Projects → Data Capabilities → Stakeholder Management 	<ul style="list-style-type: none"> → The data roles → Data team models → The stakeholder engagement process → What can you do better
 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.	<ul style="list-style-type: none"> → Exploratory Analysis → Decluttering & Highlighting 	<ul style="list-style-type: none"> → 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.	<ul style="list-style-type: none"> → Slide Design → Data Presentation → Data Visualisation 	<ul style="list-style-type: none"> → The principle of separation → Understanding slide design → Data visualisation guide

2. Agility and Project Management Skills

Learning Path Example

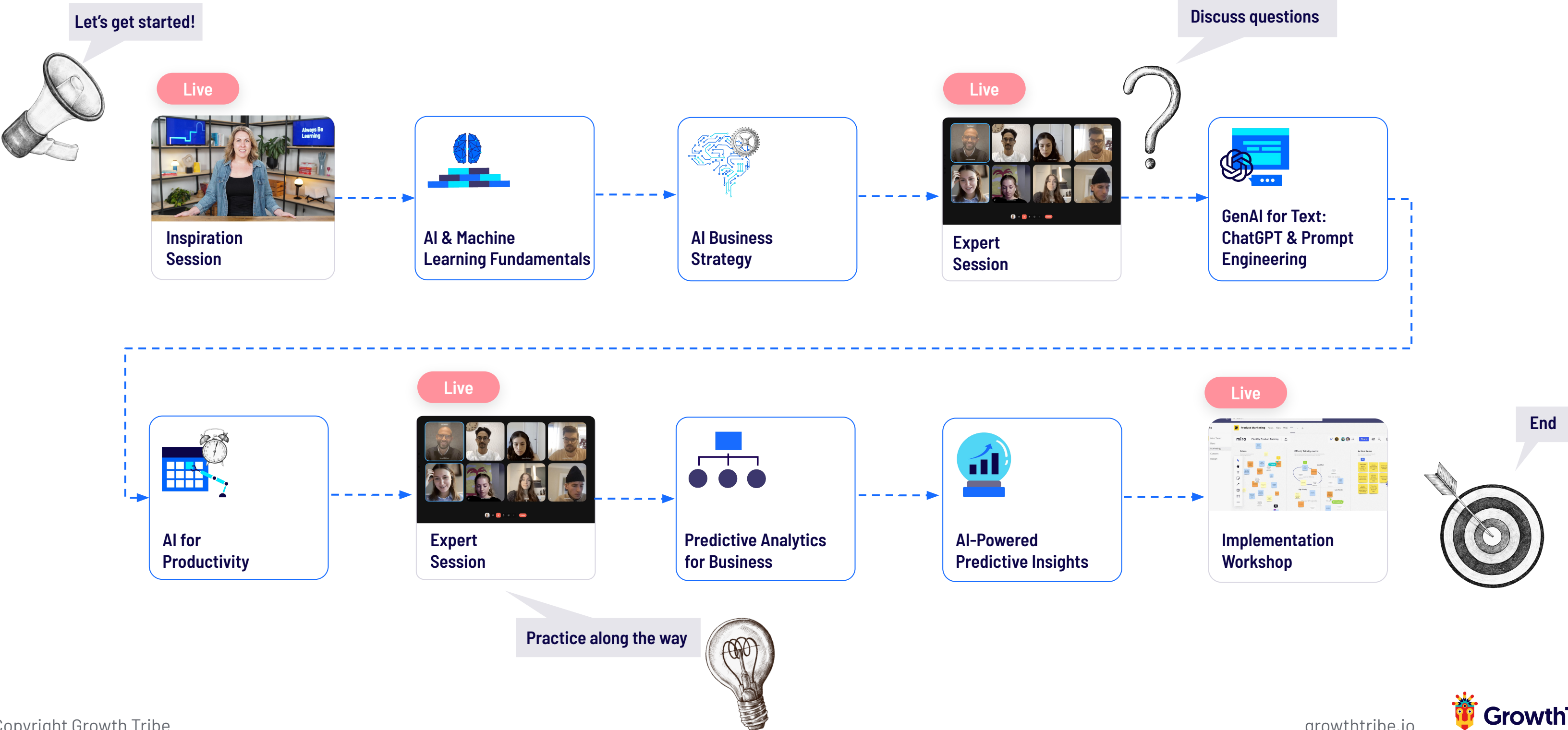


2. Agility and Project Management Skills - Modules Overview

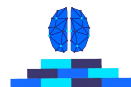



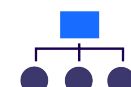

Module	About	Focus Skills	Lessons
 <p>Managing Data Projects</p>	<p>Guiding data ventures with expertise Learn to tell projects from processes, put data plans into action, pick key data uses, and build a strong review system.</p>	<ul style="list-style-type: none"> → Data Projects → Change Management 	<ul style="list-style-type: none"> → Projects vs. processes → Understanding operationalisation → Prioritising data use cases → Implementing a review process
 <p>Leading an Antifragile Organisation</p>	<p>Resilient leadership for digital success Discover principles and tactics that empower your organisation to thrive amid uncertainty and change, fostering agility and adaptability.</p>	<ul style="list-style-type: none"> → Leadership → Change Management → Digital Transformation 	<ul style="list-style-type: none"> → Complex and complicated systems → Fragile vs. antifragile → Your responsibility as a leader → Plan of attack: Mapping your desired change
 <p>Agile Project Communication & Reporting</p>	<p>Agile: Data-driven updates & clear comms Gain proficiency in project communication, utilising AI-generated charts, seamlessly track project progress, and ensure alignment with customer requirements.</p>	<ul style="list-style-type: none"> → Agile Metrics → Agile Chart Creation → Agile Project Visuals 	<ul style="list-style-type: none"> → Charts, metrics, and monitoring → Communicate deliverables and customer needs → Burn-down charts & updates → Adapt to different audiences
 <p>Agile Risk Mitigation & Problem-Solving</p>	<p>Agile: Unblock & solve for project success Amplify your project's success through iterative refinement. Unearth potential risks and obstructions, and adeptly apply problem-solving frameworks to pave the way for consistent success.</p>	<ul style="list-style-type: none"> → Risk Identification & Prioritisation → Problem-Solving → Relationship Management 	<ul style="list-style-type: none"> → Task conflicts vs. relationship conflicts → Identify risks and communicate risk prioritisation → Proactive risk mitigation & Problem-solving frameworks → Design a team working environment that fosters trust
 <p>Leading Project Execution</p>	<p>Guiding projects, shaping culture, leading success Learn resource management, how to align projects with company culture, and define your management style to lead successful projects.</p>	<ul style="list-style-type: none"> → Leadership & Collaboration → Business Intelligence → Company Culture Awareness 	<ul style="list-style-type: none"> → Resource management → Projects and company culture → Project management style → Leadership capabilities
 <p>Project Monitoring & Communication</p>	<p>Ensure the project plan goes off without a hitch Learn how to monitor project progress, maintain control, and foster effective project communication.</p>	<ul style="list-style-type: none"> → Monitoring → Documentation → Project Management Triangle 	<ul style="list-style-type: none"> → Methods for monitoring and controlling quality → The art and science of communication → Communication strategies

3. AI for Innovation and Automation

Learning Path Example



3. AI for Innovation and Automation - Modules Overview

Module	About	Focus Skills	Lessons
 <p>AI & Machine Learning Fundamentals</p>	<p>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.</p>	<ul style="list-style-type: none"> → AI Mindset → AI Application → Scoping Projects with AI 	<ul style="list-style-type: none"> → What are AI and ML? → Types of ML and AI → Applications of AI & ML → Approaching AI projects
 <p>AI Business Strategy</p>	<p>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.</p>	<ul style="list-style-type: none"> → Scoping projects with AI → Skills and Team Mapping → AI Infrastructure and Governance 	<ul style="list-style-type: none"> → Define the problem statement → Data Infrastructure → Organisational Infrastructure → Governance
 <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>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>Predictive Analytics for Business</p>	<p>Unveil the future with predictive proficiency Explore machine learning types and applications, focusing on predictive modelling techniques like classification and regression.</p>	<ul style="list-style-type: none"> → Machine Learning → Predictive Analytics → Business Analytics 	<ul style="list-style-type: none"> → Machine learning applications → Predictive modelling: Classification and Regression → Case study & lab
 <p>AI-Powered Predictive Insights</p>	<p>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.</p>	<ul style="list-style-type: none"> → Predictive Analytics → Prescriptive Analytics → Scoping Projects with AI 	<ul style="list-style-type: none"> → Predictive model → Creating AI prediction models → Model evaluation → Using the predictions

Other Capabilities for Supply Chain

Change Management



Leading an Antifragile Organisation

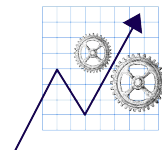


Leading Change Management



Persuasive Digital Communication

Data Storytelling



Frameworks for Crafting Engaging Data Stories



Enhancing Data Stories with an Audience-Centric Approach



Presenting Analytical Findings

Other Data Capabilities



Building a Data Culture



Hypothesis Testing & Statistical Inference

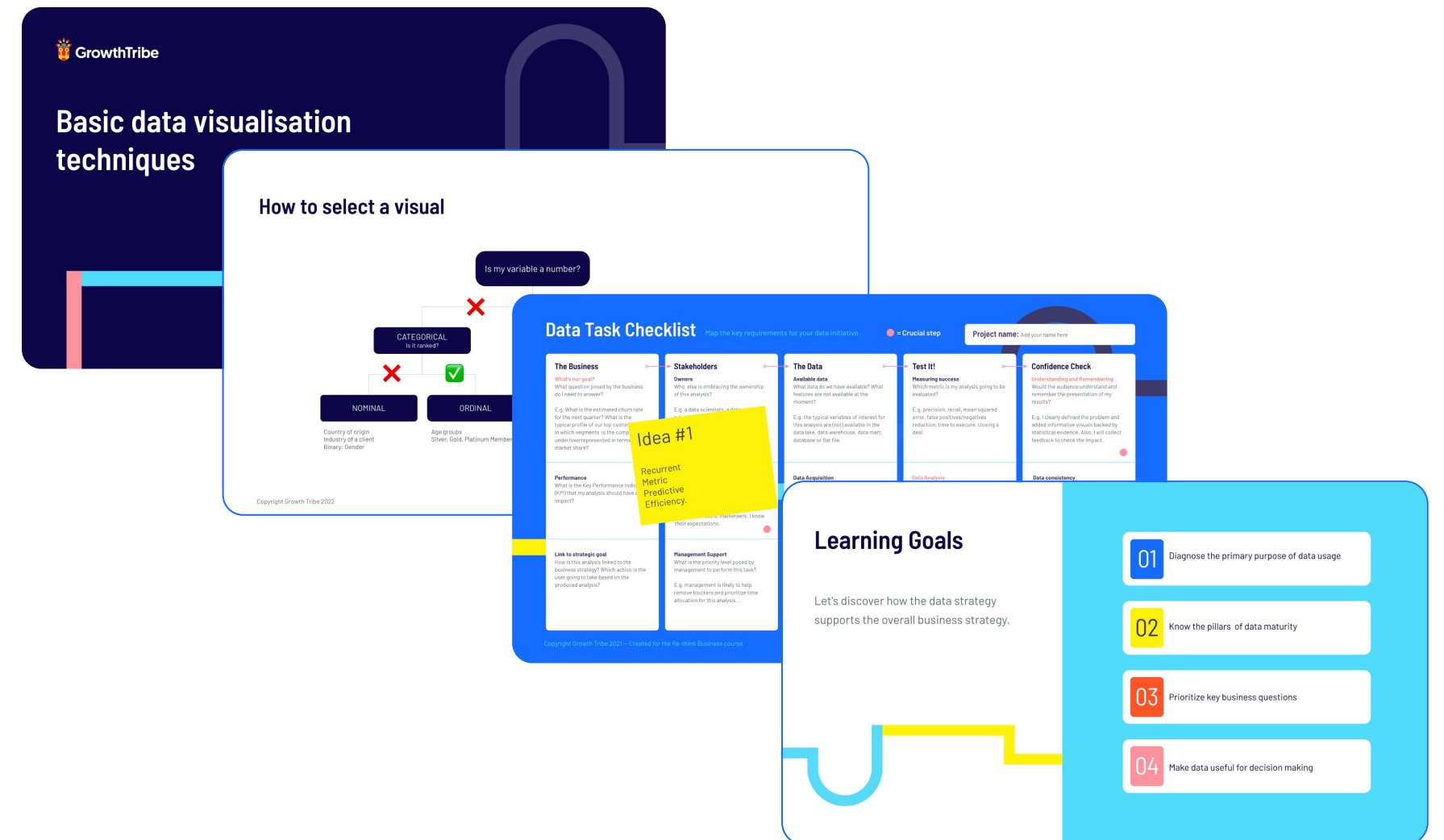
Case-study

Key Challenge

The key challenge was the need for the Supply Chain team to strengthen their ability to effectively harness data in their day-to-day operations. A gap in skills such as data analysis, data usage, storytelling, and decision-making hindered the team's ability to make informed, data-driven decisions, impacting overall performance.

The Solution

Growth Tribe designed a tailored, blended learning experience, incorporating interactive workshops, on-demand modules, and downloadable frameworks. This comprehensive learning experience ensured that participants could apply what they learned immediately, thereby enhancing their data skills, improving data storytelling, and fostering better communication and collaboration within teams.



The Impact



Increased confidence & engagement at work.

79%

Reported increased contributions to their team and the company.



70%

use their new data skills on a daily or weekly basis.



Increased workforce retention & potential



77%

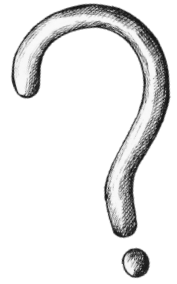
Significantly increased their confidence in data handling and analytics tasks.

“The overall experience was positive I think it's a good mix of the eLearning part of people can do in their own time and in their own pace combined with a Very effective implementation work session. So that's a good thing. The feedback that I got from people is that they find it a positive one as well.”

Company-Wide

50% OFF





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.



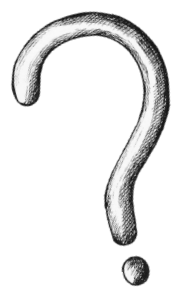
2. The AI Integration Dilemma

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,



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.

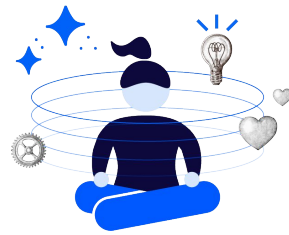


6. Resistance to Change and Psychological Safety

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.

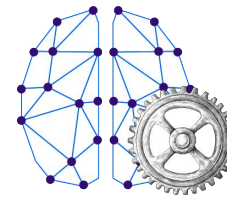
And much more to cover your needs

Want to know more? Get in touch!



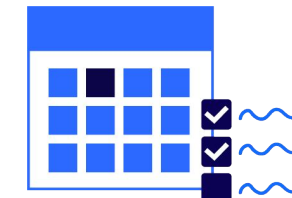
Power Skills

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.

A Bit More About Growth Tribe

75+ Modules and more ...

Data Visualisation Techniques

GenAI for Text with ChatGPT

Conversion Research

Product Roadmap Development

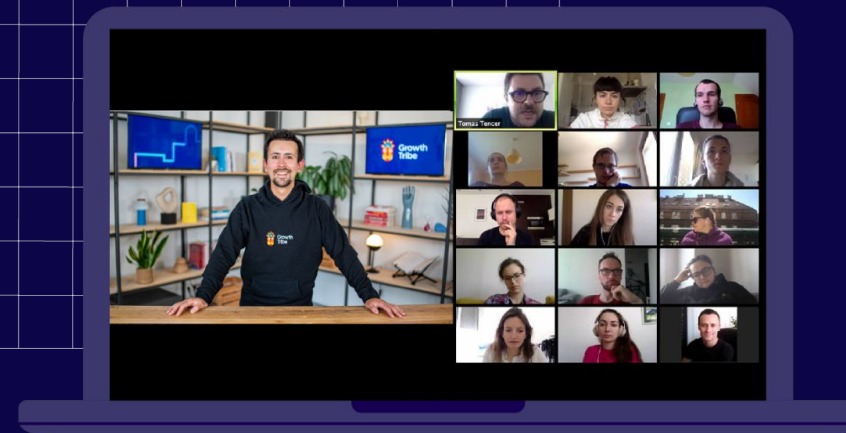
Visual AI Prompt for Design

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.

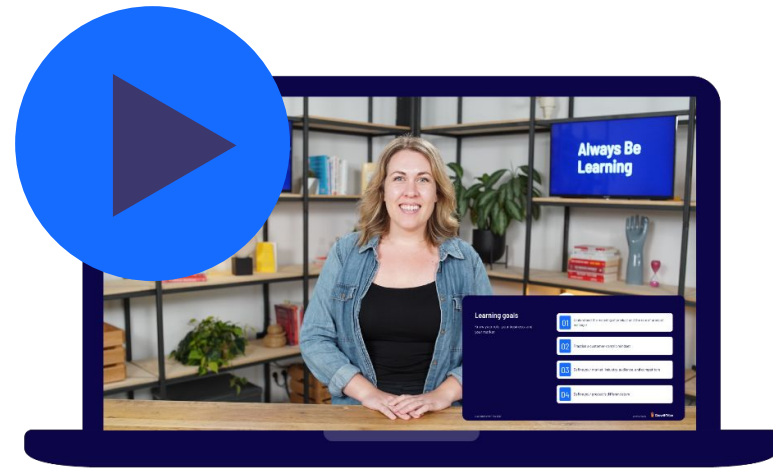
How?

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.



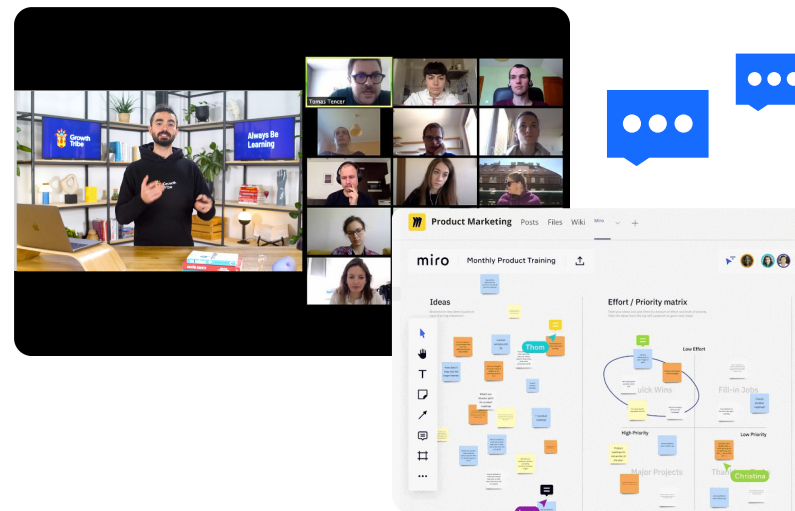
Choose a Format **Adapted** to Your Needs



On-demand

Scalability!

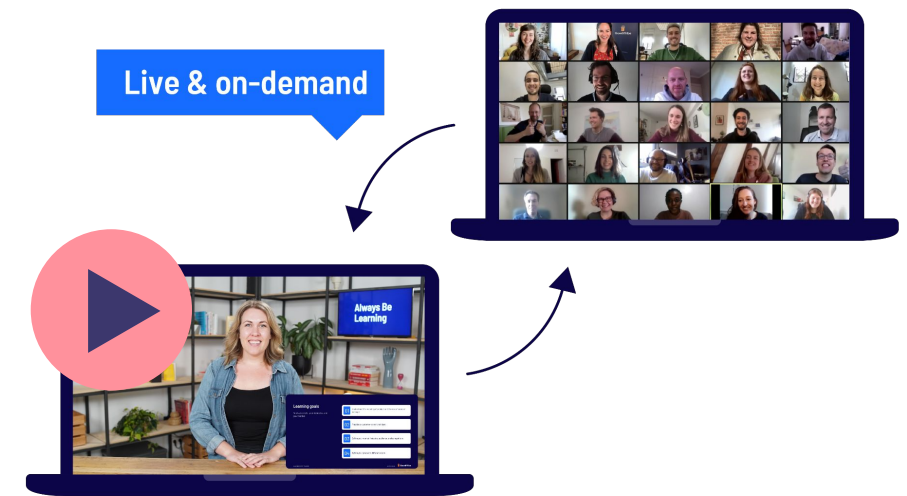
Learn at your own pace



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 100 learning modules, each represented by a square icon with a title and a small graphic. A hand in a suit sleeve points to the 'Pitching and Closing Deals' module in the top row. Another hand points to the 'Cultivate a Learning Organisation' module in the bottom row. In the center, a laptop screen shows a course interface for 'AI and Machine Learning Fundamentals' with a 'Question break' section titled 'AI maturity model' and a 'Mini-exercise: Assess your AI maturity'.

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	Leadership Excellence	Marketing Analytics	Marketing Tactics	Email 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	Future of CRM	Blockchain 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	Lead Generation	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

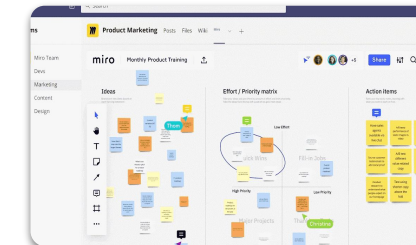
A 1.5-hour live keynote designed to introduce your team(s) to Growth and Marketing, Data & AI, or Leadership Mindset. Leaving them with a new mental toolkit to tackle business challenges.



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.



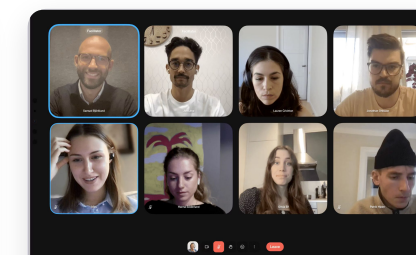
Live sessions

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.

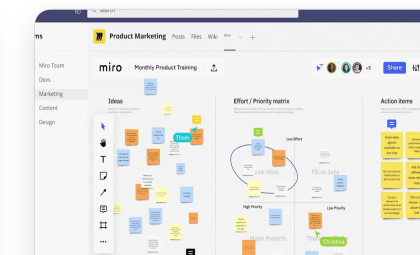
- Rapid Experimentation
- Creating a Sales Strategy
- Digital Marketing Fundamentals
- GenAI for Design
- Paid Media for Targeted Audience
- Blockchain Case Studies
- Data Presentation
- Building a Brand Identity
- Product Mission & Vision
- Building a Data Culture
- Cultivate a Learning Organisation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

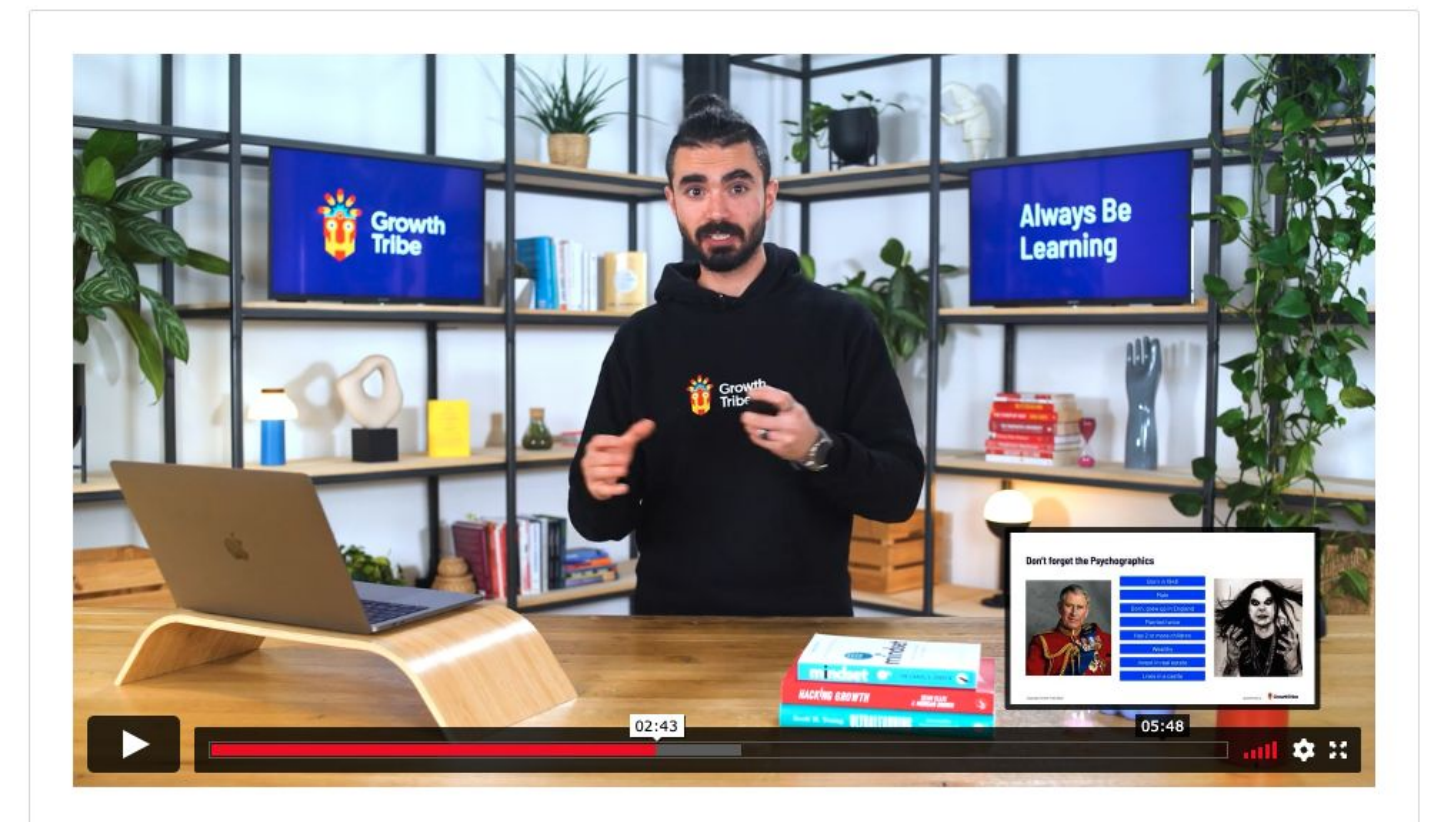
Time Estimations

- 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.

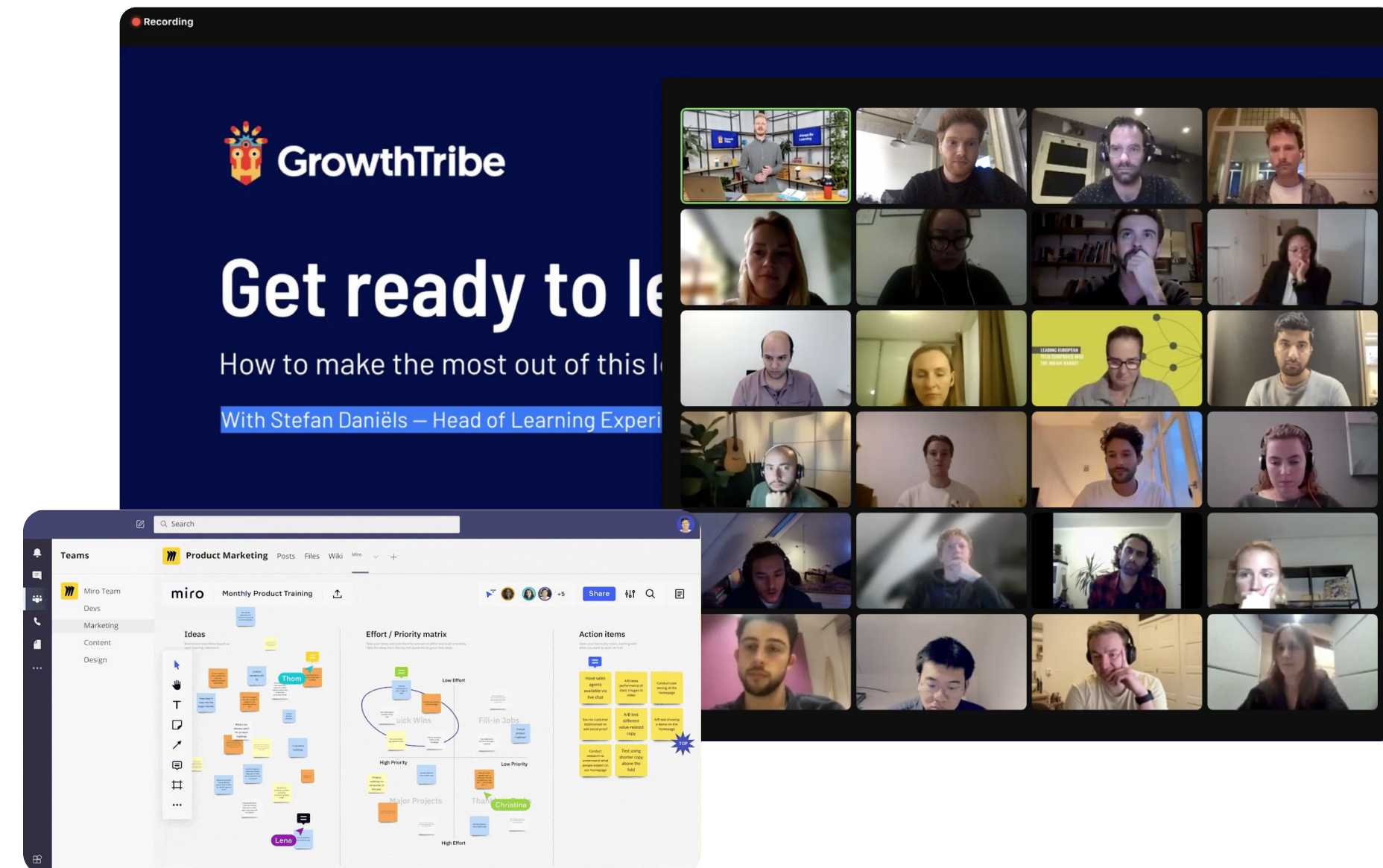


In a nutshell

- 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!

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

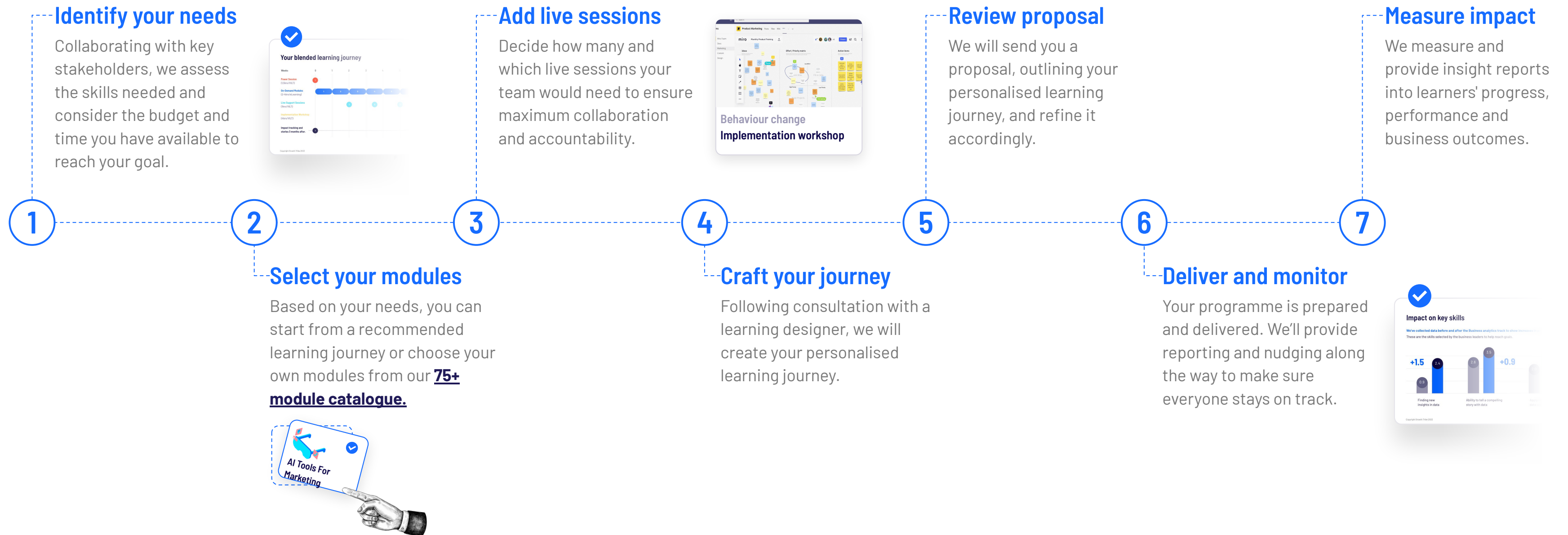
We've collected data before and after the Business analytics track to show increases in proficiency on key data skills. These are the skills selected by the business leaders to help reach goals.



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!](#)

