

6-Month Growth & A.I. Talent Accelerator

Discover the training and coaching experience that transforms gifted marketing talent into technical and data-driven professionals

growthtribe.io

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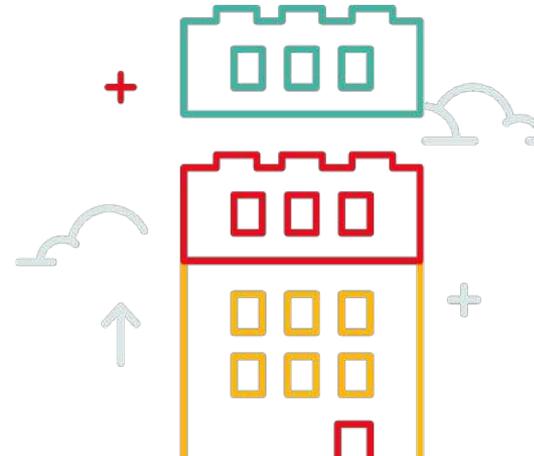
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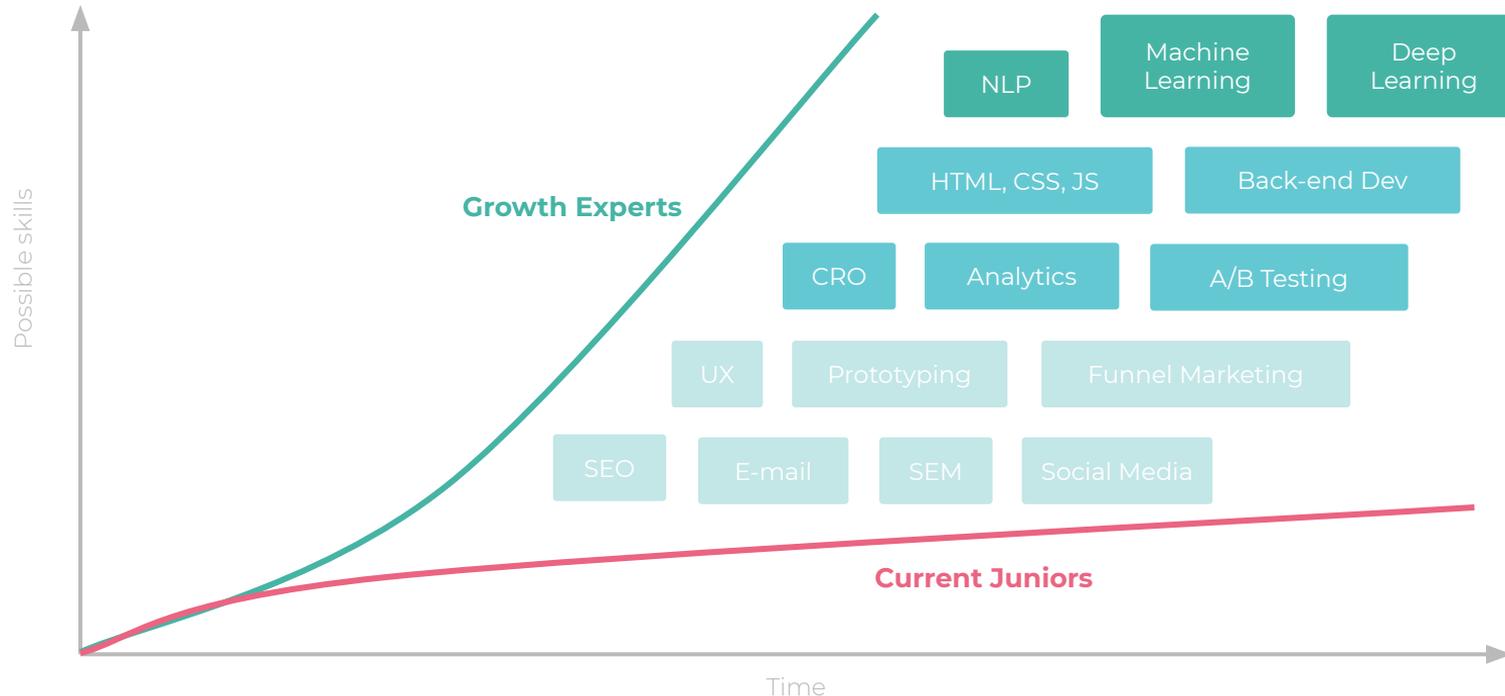
Growth Tribe's teaching style: Hands-on learning experiences to help you grow faster & help your company grow faster...

As people's attention spans grow shorter, most training and educational experiences haven't adapted, they're too slow and too theoretical, leading participants to disengage. We fix both the digital skills gap and the attention gap. We do so by creating world-class, fast-paced and enjoyable learning experiences around behavioural psychology, A.I., blockchain, user experience, growth, data and rapid experimentation.



Bridging the Talent Gap

Technological developments are evolving rapidly. On the job learning and a University degree is often insufficient to attain the necessary practical skills that apply to the modern workplace: such as deep learning, A/B testing, funnel marketing and CRO..



Your way to accelerated personal growth



The right talent

This is you: you're a high potential young digital talent with the desire to continuously learn



The right training

Engaging and relevant: hands-on and actionable training experiences that teach you how to stay on top of the latest digital skills and have the highest impact you can at work.

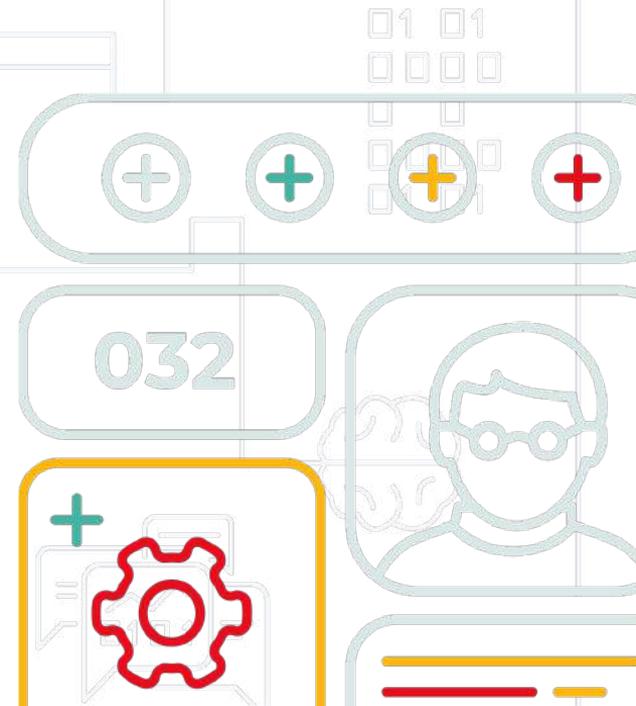
What we teach you...

You've probably got some really strong foundations in the green domains - but what about the rest? Joining the Growth Tribe Traineeship means we will T-shape you and give basic understanding of all listed below, AND their application to the business of the company you work at now. This will broaden your bandwidth for spotting business opportunities and having a higher impact on your company's product, as a marketer.

Front-End Code	Service Design	UX	Behavioural Psychology	Stakeholder Management	AR / VR	Finance	Omnichannel	Distributed Ledgers	
Analytics	Conversion Rate Optimisation		Experiment Design	Funnel Marketing	Automation & APIs	Machine Learning / AI	Branding / Storytelling	Copywriting	
Paid Social	Organic Social	Tools Marketing	Email Marketing	Content Marketing	Lifecycle Marketing	Qualitative Research	Revenue Testing	LPC/LPO	Lead Generation
SEO/SEM	Marketplaces	Sales	PR Influencer			Mobile Optimisation	Virality	Onboarding	Retention

From high potential to high performer in 6-months..The T-Shaped Player

T-shaped players are what top modern digital professionals should be. These all rounders have a broad width of knowledge complimented by a deep level of expertise in several disciplines. T-shaped players can work fast on a wider range of projects because of this. They speak a multi-disciplinary language that can empower a whole organisation to execute faster.



So how does it all work?



You will be either (1) upskilled as an existing talent within your company, or (2) placed and trained in a high growth company

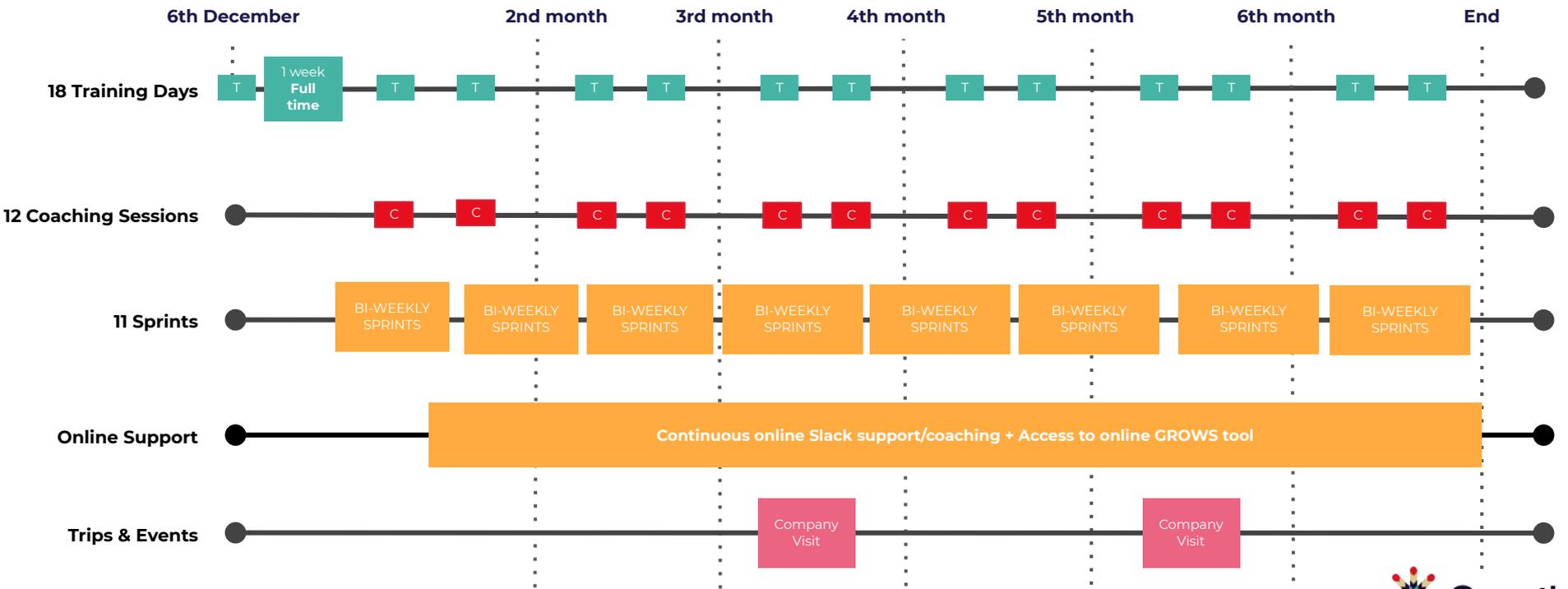
You will spend your first week at our campus for a full time crash course in Growth Hacking and A.I.

After this, they you will have a day of training & coaching sessions every 2 weeks based on company specific metrics, whilst you work full-time for your company.

During the entire 6 months, you will get constant support by our trainers.



6-month Talent Accelerator program overview



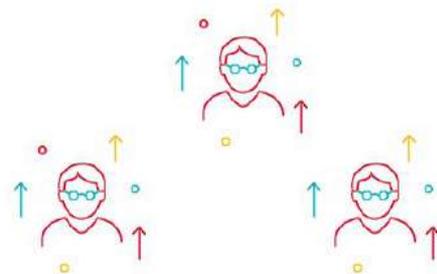
Personalised Coaching..

Higher quality experiments, increased number of experiments. Better focus on real impact and data-driven habit forming through Growth Coaching

12 Coaching Days



- Training takes place in the morning. Coaching sessions are given in the afternoon
- Your trainees get bi-weekly coaching on **experiment design, tooling** and **growth tactics** to make your growth project a success
- Trainees will also receive **data science & machine learning** coaching by our Lead Data Scientist (PhD)



A selection of the topics we'll cover

MONTH 1:

Growth Fundamentals

Persona's, Pirate Funnels, Customer Journey Mapping, OMTM, Agile principles.

Analytics & Tracking

Setup tracking, Google Analytics, Google Tag Manager.

Acquisition Channels

Facebook ads, LinkedIn platform, LinkedIn ads, Google ads, SEO, Engineered Marketing, Virality & Growth Loops.

Soft Data Collection

In-house Usability Collection, 5-Second Tests, Mom-test.

Conversion Optimisation

Landing Page Optimisation, Conversion Centric Copywriting, Form Optimisation, LIFT Model.

Beyond Conversions

Activation Strategies, Onboarding Flows.

MONTH 2:

Advanced AB Testing

AB Testing, Statistics, Bayesian vs. Frequentist, Google Optimize.

Email Marketing

Conversion Centric Emails, Workflows, Email deliverability

Advanced Retention Strategies

Product Usage Interval, Product Market Fit, Micro-Segmentation, Product Usage Framework, Habit Breakers.

MONTH 3:

Revenue Experiments

Calculating Business Value, Price Elasticity.

Midway Presentations

Present 3-Month Progress and Next Steps.

MONTH 4:

AI: Predictive Modelling

Estimate Customer Lifetime Value, Dataiku, Predicting Conversion, Predicting Churn.

AI: Time Series & Clustering

Data-driven personas and segments, Forecasting: Website Traffic, Sales, Product Demand.

MONTH 5:

Growth Strategy

Growth Roadmap, Beyond OMTM, Input- & Output Metrics.

Marketing Automation

API's, Automation tools: Linkedhelper, Phantombuster, Zapier.

MONTH 6:

AI: Psychographics & Text Analysis

Sentiment analysis on customer reviews, OCEAN Framework, Orange.

Final Presentations

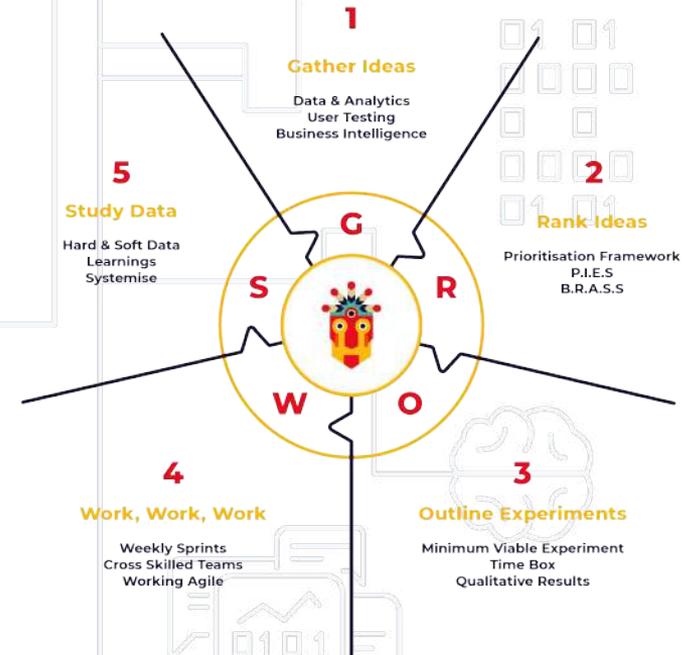
Present 6-Month Progress and Next Steps

We teach an Experimental & Iterative Approach To Marketing & Growth

Most businesses don't have a framework for running marketing experiments.

Those companies who DO have a process for experimentation are most likely to reap the rewards and better identify opportunities, analyse data, validate assumptions and rank ideas.

Embed the power of rapid experimentation and A.I. to systematically outperform your competition, tenfold.



JOIN!

Only 22 spots available per edition!

Timeline March 2020 Edition

Application deadline: **end of January**
Matchmaking candidates: **Continuous**
Start Talent Accelerator: **20th March**

APPLY [HERE](#)

Companies we've trained before



About Growth Tribe

Europe's fastest growing training company.

We're your training partner for digital skills & talent. We've trained over 10.000+ people across numerous industries and developed their digital & data skills. Offices in Amsterdam, London, Paris, Copenhagen, Helsinki, Oslo and Stockholm.



1100+ Companies trained



86 Team members



**FUNDING:
BOOTSTRAPPED**

Hours of training 

30.000



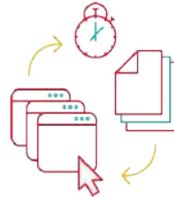
3100

Experiments designed and executed

Inhouse curriculum

46000

Slides



32

Workshops



10.000+

People trained

Growth Tribe Campus

Located in the heart of the city at Amsterdam's Marineterrein, we transformed a former EU conference facility into our campus.

- 1100m2 of dedicated training space
- Ultra fast fiber glass internet to make sure nothing gets in the way of execution
- Delicious catered lunch & healthy snacks
- Lounge & chill areas to wind down and let your learnings sink in

growthtribe.io



What trainees & companies say about the traineeship



Two use cases from Helloprint and The Student Hotel as an example





“I was thrilled to hear the Growth Tribe Academy has evolved into the new 6-Month Growth & A.I. Traineeship. Having participated in previous academies, I realise how valuable it is to train employees on the most relevant digital skills. The Growth Tribe stands for professional growth coaching. Previous investments have helped me successfully grow my business, so Recharge looks forward to welcome 3 Trainees!”

Martijn Groot
Chief Commercial Officer at Creative Group

What they say about our training



Thomas Joosten

Investor multiple start-ups & former CEO at Zanox

"Growth Tribe nailed exactly what I was looking for in terms of getting up to speed with putting Growth & AI in practice."



Sandra Schurink

E-commerce co-ordinator at 999 Games

"After following the course I can highly recommend it to anyone... literally anyone! In so many ways, it can make your life easier and your insight greater!"



Wouter Blok

Senior Marketing Advisor At VanMoof & Go Bear

"The course was the perfect preparation for my interview with a Fortune company CEO. His response: you're the first one who goes beyond what's broken and is showing me the digital way ahead, when can you start?"



Pascal van Ham

Head of Marketing at Tony's Chocolonely

"Growth Tribe have helped us discover a new way of working. They introduced us to a range of different processes and tools that can be implemented immediately!"

Any questions?

Feel free to call/whatsapp me on
+31 611 438 674

or email **mira@growthtribe.nl**



Mira Teubner
Lead Talent Consultant

