



GrowthTribe

Growth Tribe leads the way in adult education and digital re-skilling. We enable people & organisations to swiftly and enjoyably gain skills in a fast changing world. We create world-class, fast-paced and enjoyable learning experiences around behavioural psychology, A.I., blockchain, user experience, growth, data and rapid experimentation.

growthtribe.io

GROWTH BUNDLE

Some slides and links :)



What we do

2-Day Growth Hacking Crash Course

2 days, 30 exercises to cover the mindset, the process, the skills, tools and tactics.

2-Day A.I. for Marketing & Growth Course

Learn to intuitively understand and apply A.I. in 2 days without coding.

6-Week Growth Hacking Course

Become a growth hacker with an in-depth 6-evening or 6-morning course.

6 month Growth and A.I. Traineeship program

Our programme that matches great companies with young talent.

2-Day Blockchain & Crypto Course

Develop a hands-on and intuitive understanding of Blockchain & Crypto in 2 days.

In-House Company Training & Growth Coaching

Train your teams on mindset, process, tools and tactics for data-driven growth.



Numbers we're proud of



600+ Companies trained



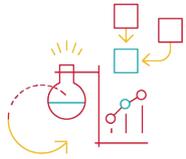
31 Team members



**FUNDING:
BOOTSTRAPPED**

Hours of training

4450



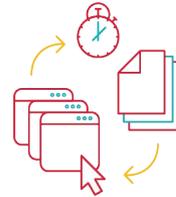
1605

Experiments designed and executed

In-house curriculum

16000

Slides



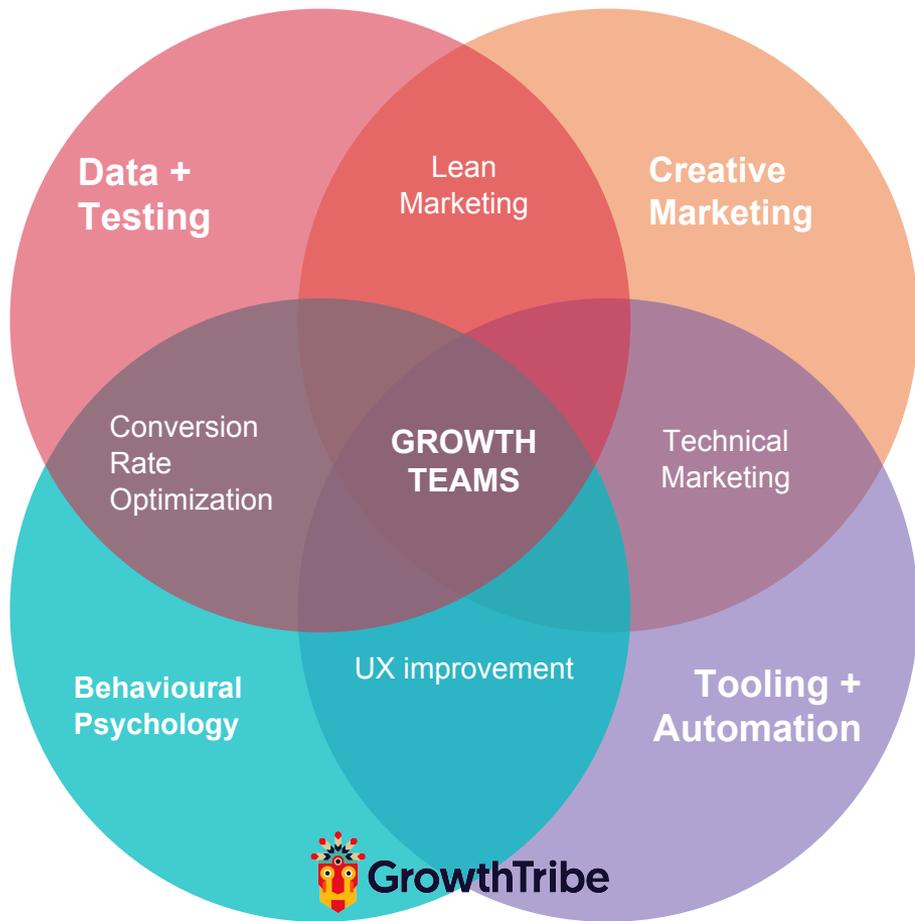
32+

Days of Workshops



3700+

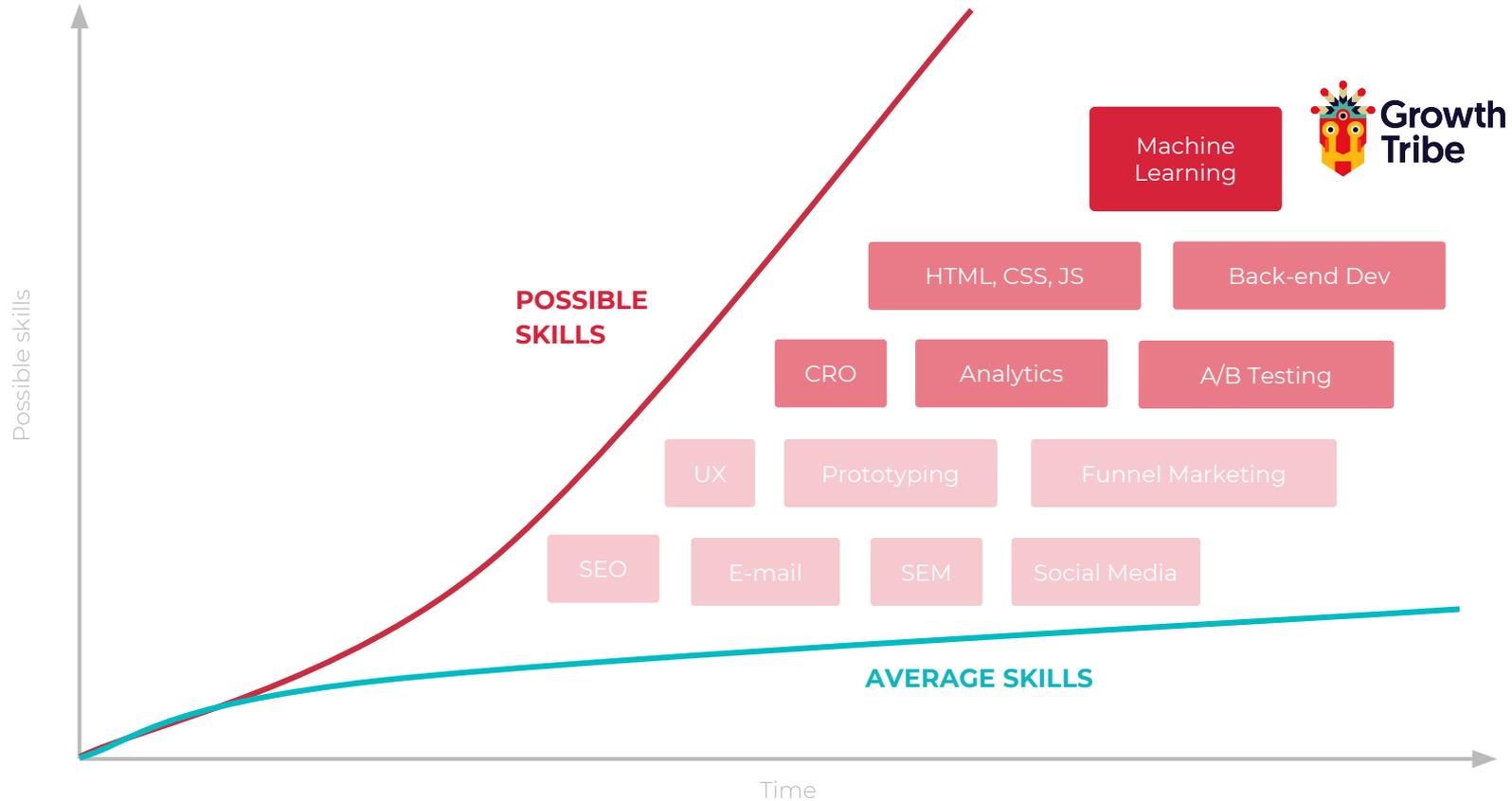
People trained



**We train to
make teams
80% self-reliant**



Growing digital skills gap



Who have we trained?

+

Regulated

mytomorrowws.com



THE MEMO

vandebro.nl

Deloitte.



PHILIPS



SONY

bloomon



Revue

OneFit

pipedrive™



MYSTERYLAND

usabilla



rfl

Opilvy

MIRABEAU *
A Cognizant Digital Business

HelloPrint™



LinkedIn



catawiki

Size of company

+

-

Growth marketing transformation pyramid

MINDSET =

(Organisational Change a.k.a
"transformation, Leadership
alignment)

MINDSET

GET
SHIT
DONE
NO EXCUSES

DATA
LEVELS ALL
ARGUMENTS

BUILD
STUFF THAT
BREAKS

TEST
FAST.
FIX
LATER..

PROCESS =

(Agile, Experimentation,
Removing 9 Blockers)

PROCESS

PEOPLE =

(Team composition, Skills
Training, Experiment design,
strategy)

PEOPLE

TACTICS

(Implementation, strategy,
tools, best practices,
implementation)

TACTICS



GrowthTribe



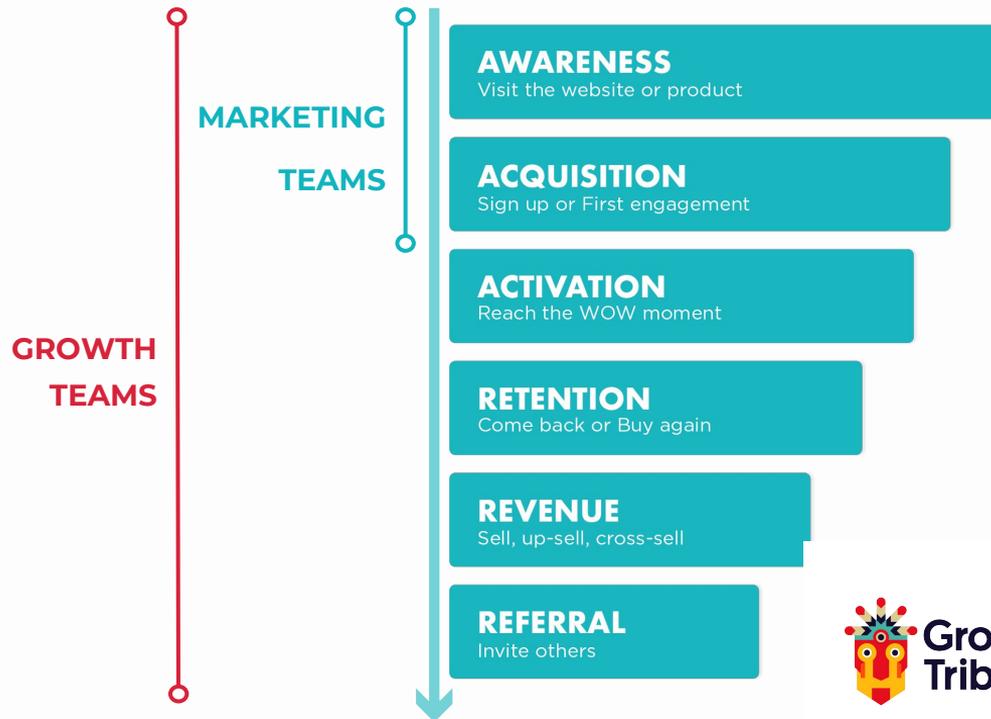
Our success at Amazon is a function of how many experiments we do per year, per month, per week, per day. Being wrong might hurt you a bit.. But being slow will kill you.

GROWTH TEAMS vs. MARKETING?

Marketing teams focus on the top of the funnel. Growth teams focus on the full customer journey.

Marketing teams are campaign-focused. Growth teams are experiment focused.

Marketing teams are made up of marketers. Growth teams are made of self-reliant cross-skilled teams.



Growth Marketing Transformation Pyramid

MINDSET =

(Organisational Change a.k.a
"transformation, Leadership
alignment)

MINDSET

PROCESS =

(Agile, Experimentation,
Removing 9 Blockers)

PROCESS

PEOPLE =

(Team composition, Skills
Training, Experiment design,
strategy)

PEOPLE

TACTICS

(Implementation, strategy,
tools, best practices,
implementation)

TACTICS



THE GROWS PROCESS



Do you have these prerequisites?



VALUE PROPOSITION



BUSINESS MODEL



PERSONAS / SEGMENTS

This is where you should have reached **product-market fit**



PIRATE FUNNELS



DEFINE OMTM

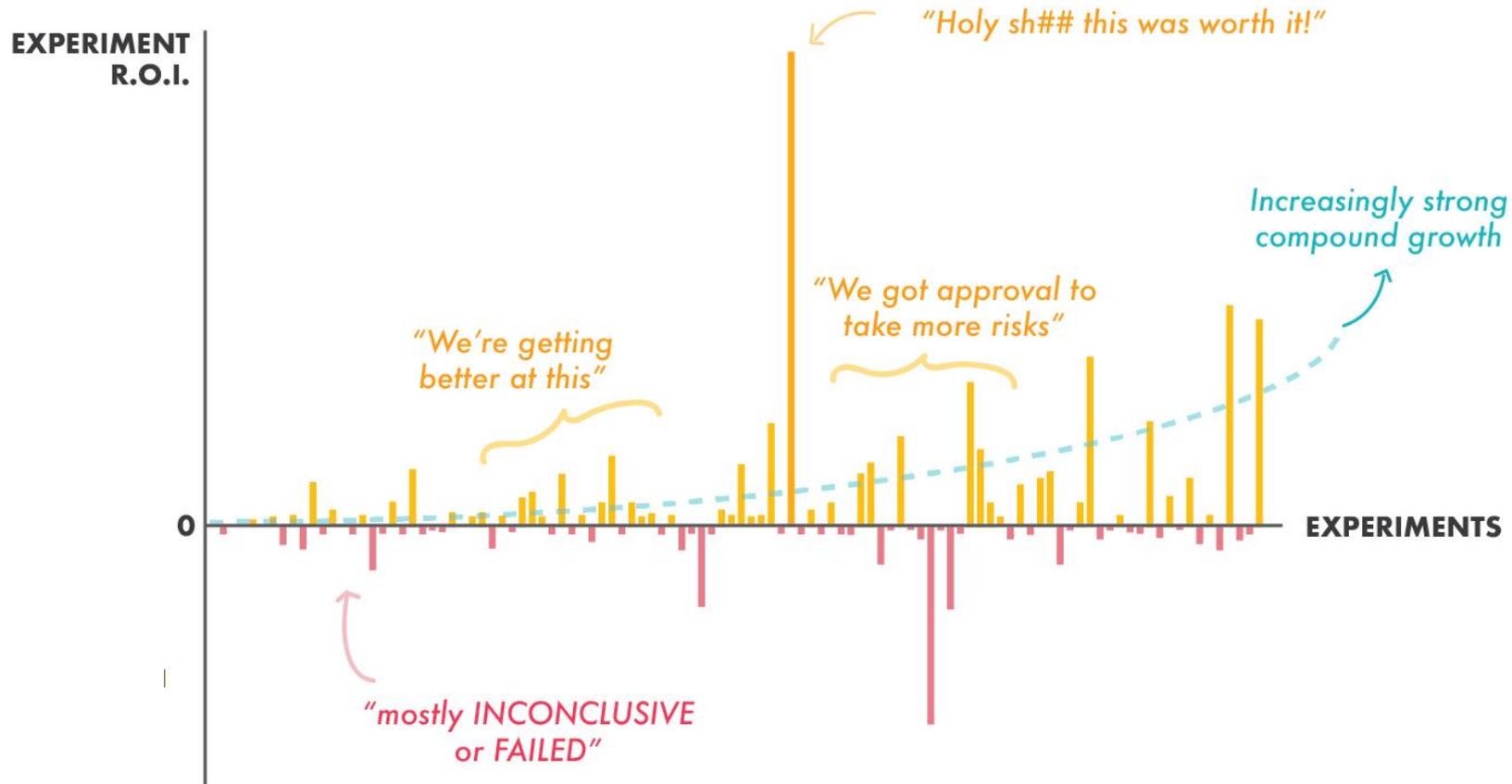
Now it's time for rapid experimentation!



Full process here:
[GROW.AC/GROWS](https://grow.ac/grows)



Why your company needs rapid experimentation (quality AND quantity)



Growth Marketing Transformation Pyramid

MINDSET =

(Organisational Change a.k.a
"transformation, Leadership
alignment)

MINDSET

PROCESS =

(Agile, Experimentation,
Removing 9 Blockers)

PROCESS

PEOPLE =

(Team composition, Skills
Training, Experiment design,
strategy)

PEOPLE

TACTICS

(Implementation, strategy,
tools, best practices,
implementation)

TACTICS



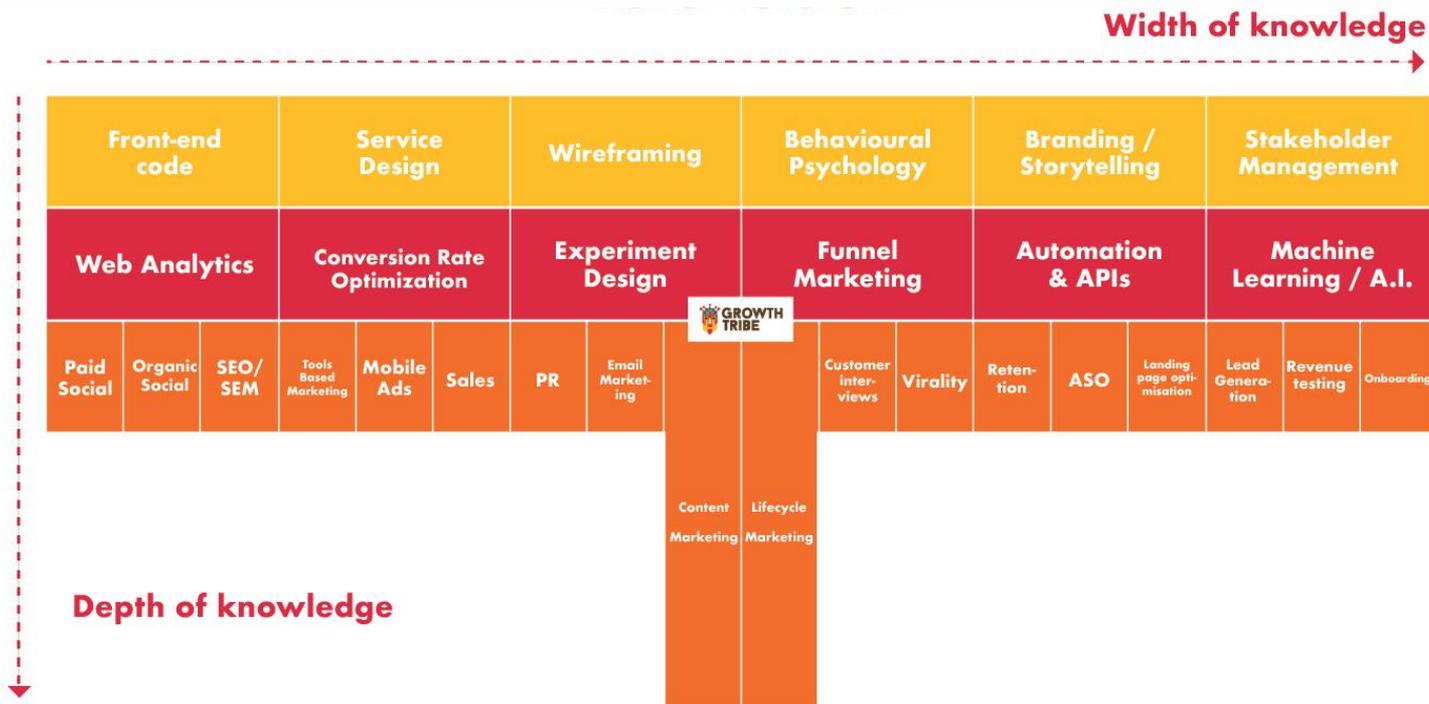
GrowthTribe

Your First Growth PM Hire!



Growth PM

- * Likes product and marketing
- * Process-Driven
- * Data oriented
- * Creative
- * Strong Personality
- * **T-shaped**
- * Soft Skills



Generic Growth Team



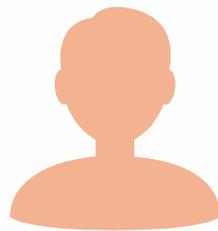
Growth PM

- * Likes product and marketing
- * Process-Driven
- * Data oriented
- * Creative
- * Strong Personality
- * T-shaped
- * Soft Skills



Growth Engineer

- *Fast iterations
- *Build fast, fix later
- *Loves data + tracking
- *Likes communication
- *Growth oriented
- *Don't cry over lost code



Growth Designer

- *Customer empathy
- *Executes fast
- *Conversion centric design
- *Front-end code
- *Ship fast, fix later
- *"Gets" data
- *Loves testing



Growth Analyst

- *Small data sets
- *Large data sets
- *Back-end knowledge
- *Needle in haystack
- *Data to insights

Retention Growth Team



Growth PM

- * Likes product and marketing
- * Process-Driven
- * Data oriented
- * Creative
- * Strong Personality
- * T-shaped
- * Soft Skills



Growth Engineers

- *Fast iterations
- *Build fast, fix later
- *Loves data + tracking
- *Likes communication
- *Growth oriented
- *Don't cry over lost code



Growth Designer

- *Customer empathy
- *Executes fast
- *Conversion centric design
- *Front-end code
- *Ship fast, fix later
- *"Gets" data
- *Loves testing



Growth Data Scientists

- *Small data sets
- *Large data sets
- *Back-end knowledge
- *Needle in haystack
- *Data to insights

Growth Marketing Transformation Pyramid

MINDSET =

(Organisational Change a.k.a
"transformation, Leadership
alignment)

MINDSET



GrowthTribe

PROCESS =

(Agile, Experimentation,
Removing 9 Blockers)

PROCESS

PEOPLE =

(Team composition, Skills
Training, Experiment design,
strategy)

PEOPLE

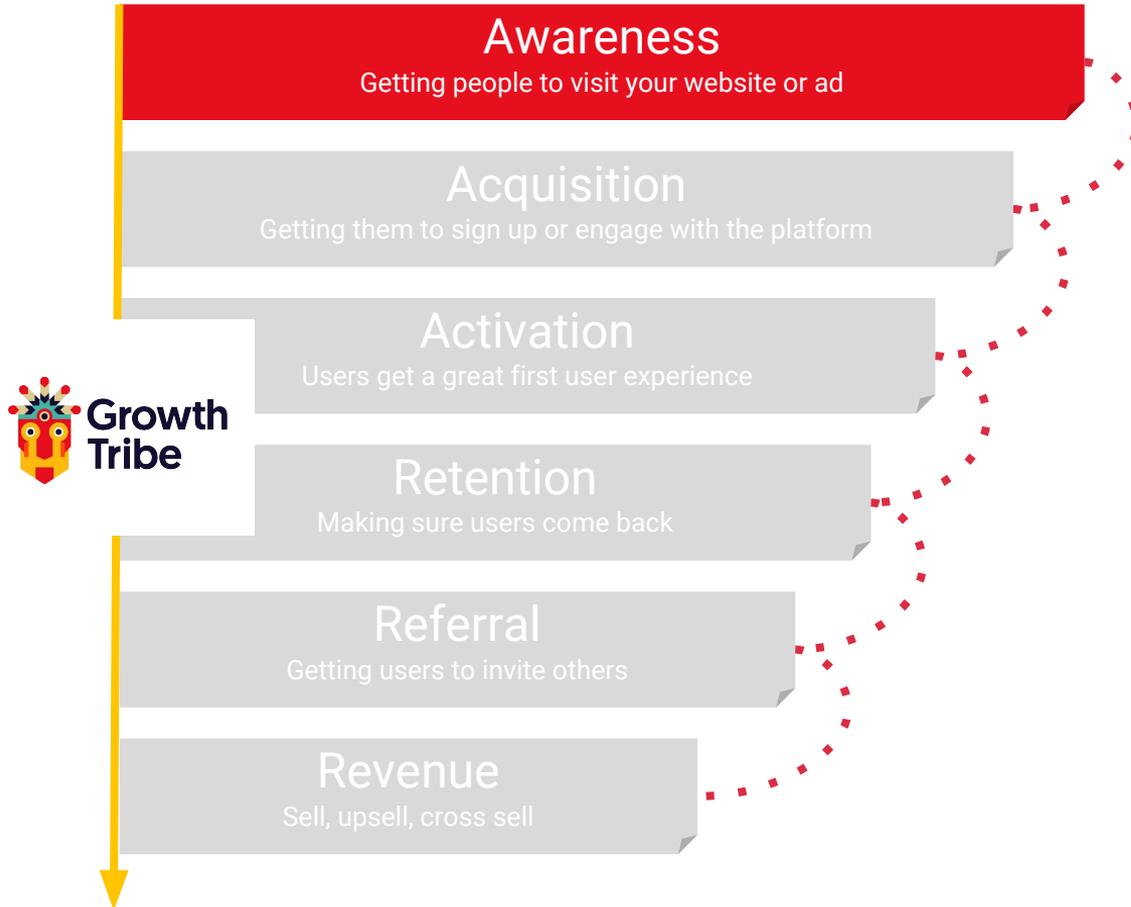
TACTICS

(Implementation, strategy,
tools, best practices,
implementation)

TACTICS



Pirate Funnel



Awareness

Getting people to visit your website

Acquisition

Getting them to sign up or engage with the platform

50ms

First Impression

5 seconds

Attentional Filter

5-60secs

Tell me more..



You have 5 seconds to answer..

What does this
website do or
offer?



**Growth
Tribe**

Why is it
special? What is
the USP?

LINKS MENTIONED DURING TALK

1. www.rebrandly.com
2. **Bezos:** <http://grow.ac/bezos>
3. www.usertesting.com
4. www.crayon.co
5. www.grow.ac/grows
6. www.crystalknows.com
7. <https://www.ibm.com/watson/services/personality-insights/>
8. **Our Youtube:**
<https://www.youtube.com/channel/UCj6owuAZrJNsjQzc2ZtILlw>

"Growth Tribe Youtube"

Check out our course!   

 **Growth Tribe**
6,055 subscribers

SUBSCRIBED 6K 

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT 

Uploads [PLAY ALL](#)

 SORT BY

- | | | | | | |
|---|---|--|---|---|---|
|  <p>MARKETING AUTOMATION TOOLS & FACEBOOK AD RETARGETING TIPS
EPISODE #10
8:39</p> |  <p>COME HELP US GROW THE TRIBE!
0:54</p> |  <p>ARE YOU THE NEXT TRIBER?
0:55</p> |  <p>IT'S NOT MAGIC, IT'S DATA. ARTIFICIAL INTELLIGENCE FOR BUSINESS
6:13</p> |  <p>WHY WE ADDED ONE STEP TO THE PIRATE FUNNEL
2:24</p> |  <p>A.I. FOR MARKETING & GROWTH - WHERE DO I START?
5:03</p> |
| <p>Marketing Automation Tools & Facebook ad Retargeting
1.3K views • 1 day ago
CC</p> | <p>Come Help Us Grow the Tribe!
282 views • 6 days ago</p> | <p>Are You The Next Triber?
502 views • 1 week ago</p> | <p>It's Not Magic, It's Data - Artificial Intelligence for Business
784 views • 2 weeks ago
CC</p> | <p>Why We Added One Step to the Pirate Funnel
938 views • 1 month ago
CC</p> | <p>A.I. for Marketing & Growth - Where do I start?
1.5K views • 1 month ago
CC</p> |
|  <p>WHY YOUR COMPANY NEEDS RAPID EXPERIMENTATION
5:50</p> |  <p>WHAT IS GROWTH HACKING - DATA DRIVEN MARKETING 2018
3:40</p> |  <p>HOW TO BE A T-SHAPED MARKETER - 15 NECESSARY
3:40</p> |  <p>BEST GROWTH TACTICS & TOOLS FROM FB TIPS TO COMPETITIVE ADVANTAGE
7:54</p> |  <p>#1 PREDICTIVE ANALYTICS IN MARKETING
3:17</p> |  <p>PREDICTING CHURN IN WORLD OF WARCRAFT
43:34</p> |
| <p>Why your Company Needs Rapid Experimentation
1.1K views • 1 month ago
CC</p> | <p>What is Growth Hacking - Data Driven Marketing 2018
2.4K views • 1 month ago
CC</p> | <p>How To Be a T-Shaped Marketer - 15 Necessary
2.2K views • 2 months ago
CC</p> | <p>Best Growth Tactics And Tools From Facebook Tips to Competitive Advantage
3.1K views • 2 months ago
CC</p> | <p>A.I. for Marketing & Growth #1 - Predictive Analytics in
2.7K views • 3 months ago
CC</p> | <p>How to Predict Churn in World of Warcraft by Jorie
445 views • 3 months ago</p> |
|  <p>ARTIFICIAL INTELLIGENCE TOOLS & COLD EMAILING TIPS - GROWTH
EPISODE #8
7:40</p> |  <p>AI FOR MARKETING & GROWTH #0 - APPLICATIONS OF AI IN
3:07</p> |  <p>WHAT TOOLS DO GROWTH HACKERS USE? - GROWTH
EPISODE #7
5:26</p> |  <p>DATA DASHBOARD & SOCIAL LISTENING TOOL - GROWTH
EPISODE #6
7:46</p> |  <p>ECOMMERCE CONVERSION FUNNEL & ECOMMERCE TECHNIQUES
8:03</p> |  <p>ECOMMERCE PSYCHOLOGY & PSYCHOGRAPHIC MARKETING
8:02</p> |
| <p>Artificial Intelligence Tools & Cold Emailing Tips - Growth
4.4K views • 3 months ago
CC</p> | <p>AI for Marketing & Growth #0 - Applications of AI in
2.4K views • 4 months ago
CC</p> | <p>What Tools Do Growth Hackers Use? - Growth
3.9K views • 5 months ago
CC</p> | <p>Data Dashboard & Social Listening Tool - Growth
3.7K views • 6 months ago
CC</p> | <p>Ecommerce Conversion Funnel & Ecommerce
514 views • 6 months ago</p> | <p>E Commerce Psychology & Psychographic Marketing by
509 views • 6 months ago</p> |
|  <p>MARKETING AUTOMATION TUTORIAL & CUSTOMER
27:52</p> |  <p>CONDUCTING USER INTERVIEWS & CUSTOMER FEEDBACK
6:50</p> |  <p>PRODUCT LAUNCH OF REVUE & NEWSLETTER TOOLS
11:04</p> |  <p>CONVERSION RATE OPTIMISATION & MULTIVARIATE TESTING
22:53</p> |  <p>IDEA VALIDATION PROCESS & ECOMMERCE APPS BY NIKKY
6:18</p> |  <p>CONVERSION PSYCHOLOGY & CUSTOMER PROFILING BY JORIS
15:40</p> |
| <p>Marketing Automation Tutorial & Customer
666 views • 6 months ago</p> | <p>Conducting User Interviews & Customer Feedback
156 views • 6 months ago</p> | <p>Product Launch of Revue & Newsletter Tool by
165 views • 6 months ago</p> | <p>Conversion Rate Optimisation & Multivariate
355 views • 6 months ago</p> | <p>Idea Validation Process & Ecommerce Apps by Nikky
268 views • 6 months ago</p> | <p>Conversion Psychology & Customer Profiling by Joris
497 views • 6 months ago</p> |

GROWTH TRIBE CAMPUS





CONTACT US!
contact@growthtribe.io