



Digital Leadership Certificate

Develop agility, digital expertise, and data-driven prowess to steer your team confidently.

Stand out as a leader



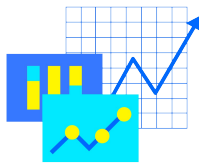
Digital Leadership Certificate

Develop agility, digital expertise, and data-driven prowess to steer your team confidently. Harness cutting-edge strategies to navigate the digital landscape and emerge as a transformative leader.

Course format

 12 - 18 h total	 No prerequisites
 Self-paced	 Join as a team
 € 995	 6 Modules
 Certificate of Completion	 Blended

Why Digital Leadership?



Navigate Uncertainty

Master uncertainty while businesses are becoming increasingly complex.



Competitive Advantage

Build a growth-focused organisation that adapts faster than your competitors can.

Who is this course for?

- Ambitious managers seeking to master digital transformation
- Professionals aiming to enhance team success through data-driven insights
- Aspiring leaders eager to navigate the modern business landscape
- Entrepreneurs ready to pioneer innovation and lead in the digital age.

What can you expect to learn?

- Take first steps towards being an antifragile leader who can really deal with disruption.
- Understand what a growth mindset really is and how it will help you succeed.
- Understand the real potential of data for your business & learn to use it for your decision-making.
- Use your knowledge to build a Learning Organisation that's ready for action.

Curriculum overview

Module 1 – Antifragility

Address complex and complicated systems, distinguish between fragile and antifragile components, and create a plan of attack that involves mapping out the desired change.

Module 2 – Growth mindset & experimentation

Dive into the importance of experimentation, the growth mindset, psychological safety, and families of risk. Practise identifying experiment types.

Module 3 – Data strategies

Diagnose the primary purpose of data usage, understand the pillars of data maturity, prioritise key business questions, and make data useful for decision making.

Module 4 – Data capabilities

Recognise the most important data-related jobs and teams, learn what operationalisation means, and build the right data capabilities and culture in your organisation.

Module 5 – Learning organisations

Develop a learning strategy and identify key blockers. Understand what it means to operate in the era of human capital and apply a capability investment framework.

Module 6 – Your plan of attack

Understand why change fails and how to use the change canvas. Practise breaking down the 8-step plan and plan your next steps as a leader.

Industry experts



David Arnoux
Chief Strategy Officer at Growth Tribe



Bernardo Nunes
Data & AI Transformation Specialist at Workera.ai

Core skills

Change management

Data capabilities

Data strategies

Experimentation

Growth mindset

Learning organisations

Testimonials



Leonard Kalkman
Chief Marketing Officer

CABAU

Interesting course where can apply the knowledge right away within your organization. You get some good practical assignments besides good informative explanations.



Daan Spangenberg
Head of Design

funda

With this course Growth Tribe took me on a enjoyable, easy to follow and knowledgeable journey through multiple facets of modern digital leadership. The more you know, the more you realize you don't know enough. I'm left satisfied and hungry for more.

Your Investment

Choose what's right for you

Key Features

Professional Certificate

Premium Membership

€995

One-time purchase.

€1495

Paid yearly.

Certificates (18-24 hours)

1

15+

Bonus Modules (2 hours)

✗

75+

Bi-weekly Microlearning

✗

✓

Downloadable Resources

✗

100+

35.000+ Community Access

✓

✓

'Ask An Expert'

✓

Priority

Personal Career Coaching

✗

3

Job Board

✓

✓

6x/Month Community Events

✓

✓

Masterclasses

✗

4

Exclusive Senior Leaders Community

✗

✓

Looking for more than just a Certificate?

Discover our **Membership**

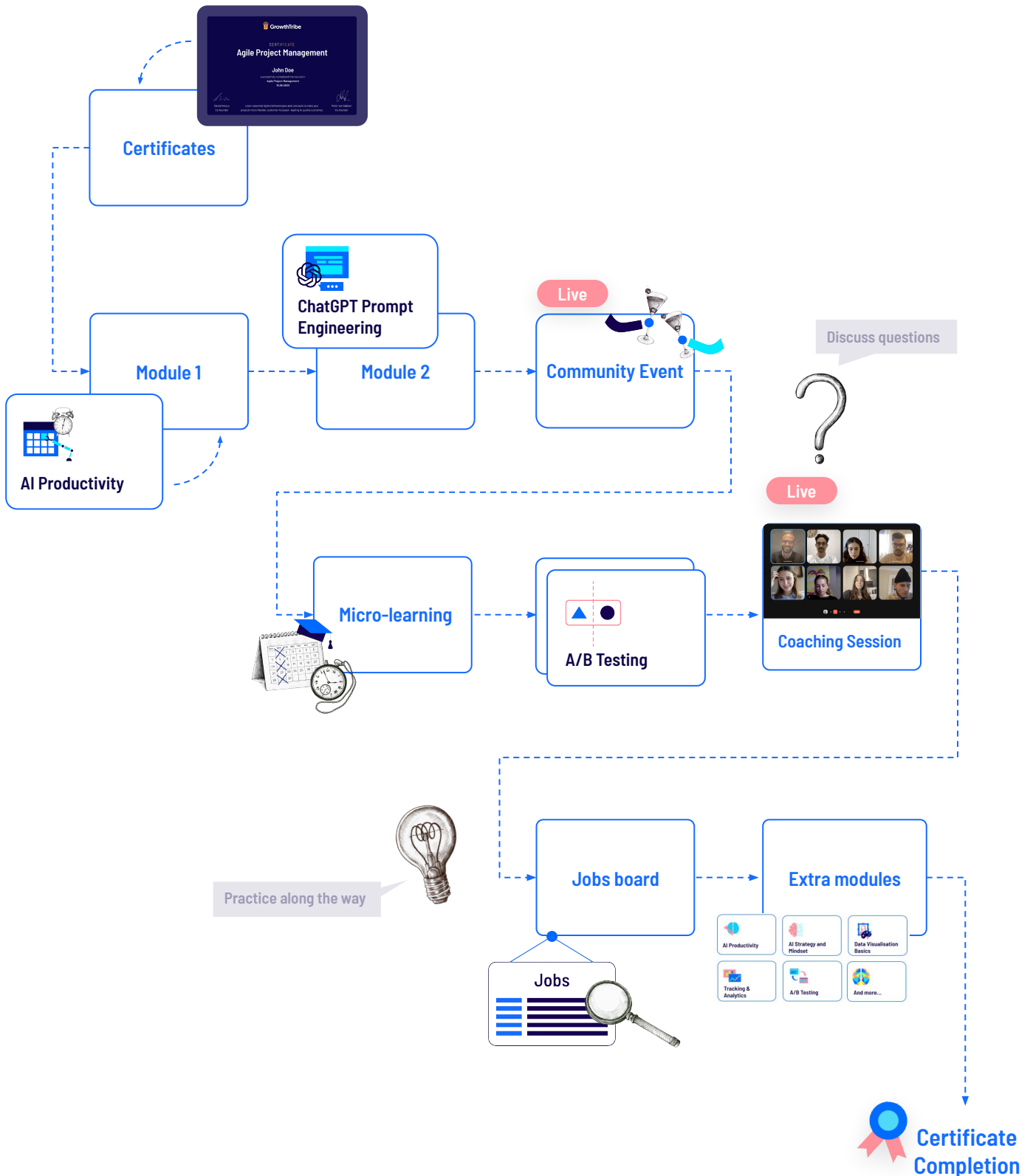


Keep reading to learn how it works and
the features you'll enjoy.

Access a world of opportunities!

Flexible formats for impactful learning.

Embrace flexible learning in engaging formats that make it **fun and easy**. Explore content at your own pace and join live sessions for an enriched experience – all designed to boost your growth journey.



Unlock all 15 internationally recognised certificates.

As a member, you gain access to our complete library of certificates in high-demand **digital skills**. Choose the ones that resonate with your goals, and even bundle them for a deeper skill set that sets you apart.

Data & A.I.



A.I. for Business



Business Analytics



**Data Visualisation
& Storytelling**

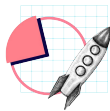


Data Fundamentals

Growth & Marketing



Digital Marketing



Growth Marketing



**Conversion Rate
Optimisation**



**Digital
Communication**



**Sales & Business
Development**

Business & Innovation



Digital Leadership



Project Management



**Agile Project
Management**



Design Thinking



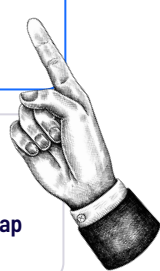
**Product
Management**
































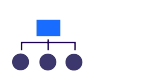
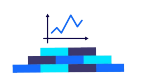





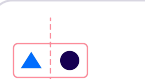



Web3 Foundations

Boost your skills with speed and depth.

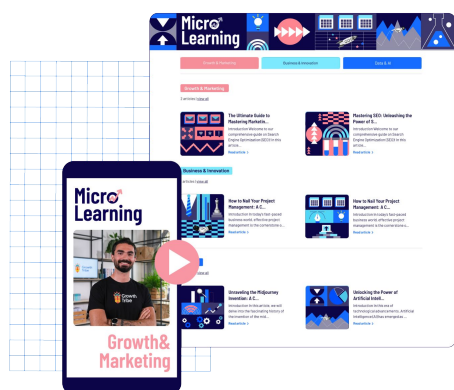
Elevate your certificate's value with our flexible **2-hour modules**. As a member, you have the option to take a swift route to skill development with any of our **75+ modules**. Dive into your areas of interest at your own pace with our modular library.



 AI Productivity	 Product Management Concepts	 Data Visualisation Basics	 Growth Mindset and Experimentation	 AI Business Strategy
 Data Visualisation Methods	 Data-Informed Decision-Making	 Ideation Techniques	 Antifragile Leadership	 Product Roadmap Development
 Rapid Experimentation	 Creating a Sales Strategy	 Digital Marketing Fundamentals	 GenAI for Design	 Leading Project Execution
 Paid Media for Targeted Audience	 Blockchain Case Studies	 Data Presentation	 Building a Brand Identity	 Fundamentals of CRO
 Product Mission & Vision	 Building a Data Culture	 Agile Frameworks & Scrum Essentials	 Data-Driven Growth Marketing	 Landing Page Optimisation
 Content Marketing Strategy	 Product-Market Fit	 ChatGPT Prompt Engineering	 Project Planning and Documentation	 Lead Change Management
 Funnel Marketing	 Predictive Analytics for Business	 Descriptive Analytics	 Iterative Design	 Managing Data Projects
 Scaling Complex Projects	 Data-Informed Communications	 Design Thinking Fundamentals	 A/B Testing	 Web3, DeFi, The Metaverse, NFTs

Stay up-to-date with latest developments in your field and **apply learnings straight away.**

Unlock knowledge on the Go! Dive into **bite-sized** microlearning, **practical** frameworks, and valuable resources. Explore endless job opportunities as you elevate your learning journey anywhere, anytime, and fast-track your path to continuous growth.

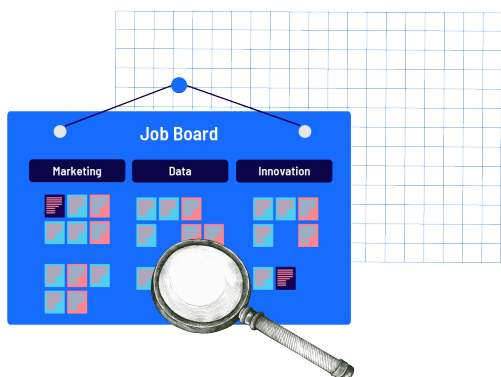
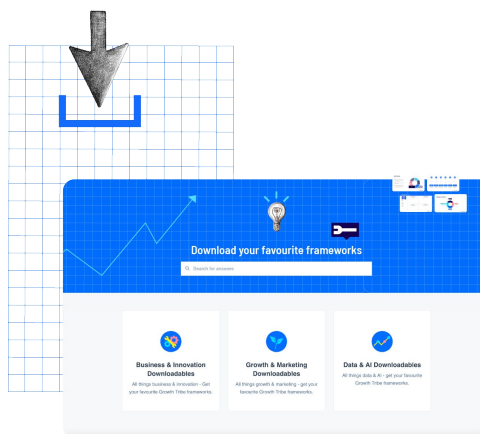


24 micro learnings for busy professionals.

Embrace **10-15 minutes** of effortless learning bi-weekly! Stay sharp and up-to-date in your field, no matter how busy you are.

100+ Downloadable resources for immediate impact.

Hands-on learning for instant application. Swift solutions for personal growth. Access a treasure trove of resources that enable you to effectively apply and integrate learnings from your certificate into real-world scenarios.



100+ job listings to take your career to new heights.

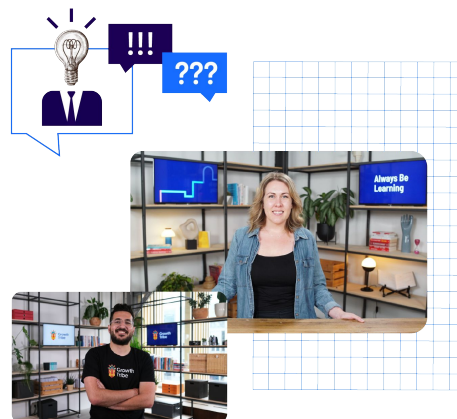
Ready to level up your career? Dive into a world of endless possibilities with our exclusive job board! Discover new job opportunities to take your career to new heights.

Connect, collaborate, elevate.

Get support from peers and experts in a dynamic community of 35.000+.

Feeling stuck? Connect with industry experts anytime to get guidance.

Unlock priority access to ask an expert. Gain the advantage of receiving swift and insightful answers, ensuring your learning journey stays on the fast track to success.

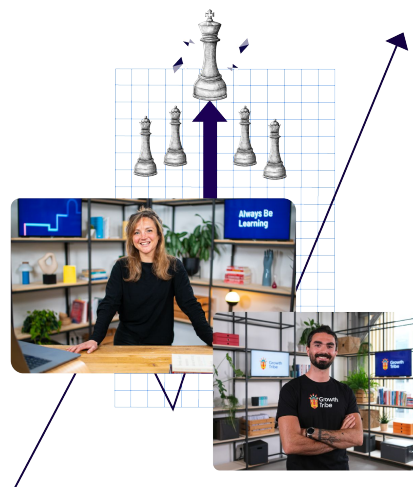


Attend community events and build your network.

Join vibrant events for networking, learning, and growth. Unlock 4 masterclasses led by experts, delivering focused insights for accelerated progress.

Navigate success with career coaching.

Access three 30-minute sessions with our dedicated coaches. Receive expert guidance tailored to your unique goals, empowering you to discover your own solutions, make informed choices, and conquer challenges.



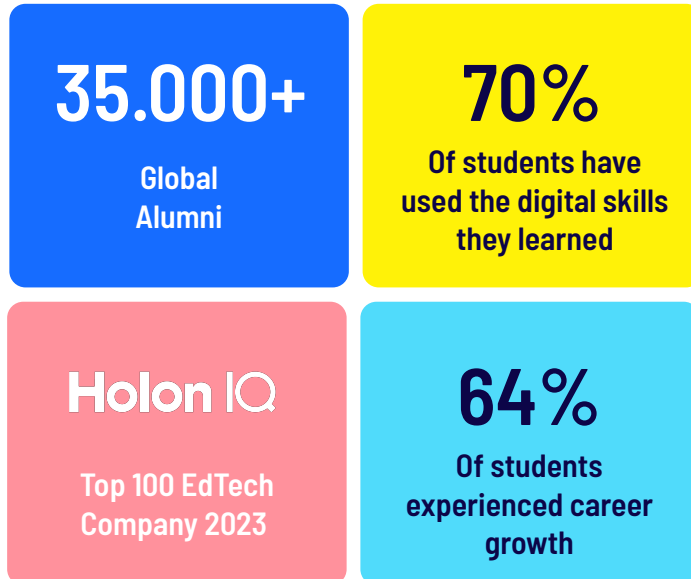


About us

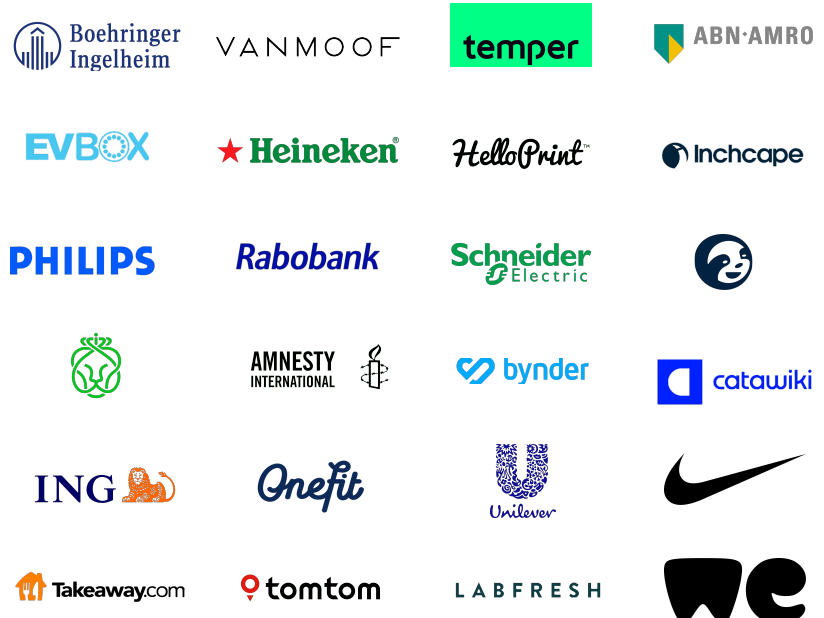
Discover a new path to success with Growth Tribe, your partner to upskilling in in-demand digital skills. We specialise in empowering individuals in the fields of Growth & Marketing, Data & AI, and Business & Innovation.

Our courses are designed to be practical, engaging, and fun, ensuring that learning is both rewarding and enjoyable. With a diverse range of learning formats, you have the flexibility to choose what suits you best.

Growth Tribe in numbers



Companies that trust us



What do our customers say?



Katie Hudson

Senior Product Operations Manager



If you want a course where you sit in front of a screen and listen to a PowerPoint, this is not the course for you. If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.

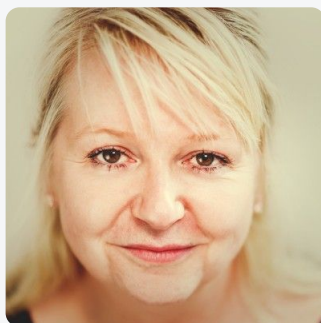


Ashley Mclean

Product Designer

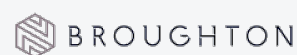


I liked how we were collaborating. That's what sets Growth Tribe apart from the course that I did with Coursera, which wasn't interactive. I'm a person who likes collaboration.

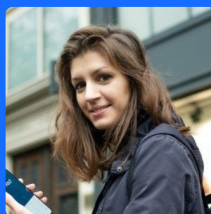


Merran Wrigley

Group Marketing Director

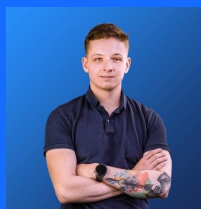


As a brand and marketing professional, I found the course entry to approaching my work in a more data-driven and analytical way. I know I will start benefiting from this new knowledge from the first day back in the office. So the investment in terms of time and money will be immediate to both me and my company.



Zsofia Lele
Co-founder &
Growth Manager
Pippadu

"It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away."



Theodor Andrei
Growth Marketer
Marveltest

"Growth Tribe challenges the status quo of universities / MBA programs / etc which have fallen behind in terms of teaching people skills for the data age. You learn far more in one of their 12-week classes than an entire top-tier 3-year degree."

Want to train more than 5 people?

Wanna know more?

Click [here](#) to learn more.