

Membership Module List



AI for Productivity



Rapid Experimentation




Leading an Antifragile Organisation



Project Management



Sales Fundamentals



Digital Communication



ChatGPT and Prompt Engineering



Blockchain Case Studies



Data-Informed Decision-Making



Growth Marketing



Scaling Complex Projects




Digital Leadership



Data Visualisation & Storytelling



Conversion Rate Optimisation



Iterative Design

And more ...





About us

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? With a unique mix of on-demand courses and virtual team sessions led by expert trainers through our platform.

With the Growth Tribe platform and expertise, you can confidently navigate the ever-changing digital world of work.

In numbers



Trusted by



Module topics

Click on the competency you want to learn, and you will be directed to the module list.

Data & A.I.



AI for Business →



Business Analytics →

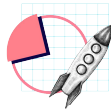


**Data Visualisation
& Storytelling** →

Growth & Marketing



Digital Marketing →



Growth Marketing →



**Conversion Rate
Optimisation** →



**Digital
Communication** →



**Sales & Business
Development** →

Business & Innovation



Digital Leadership →



**Product
Management** →



Project Management →



**Agile Project
Management** →



Design Thinking →



Web3 Foundations →

AI For Business

Data & AI



AI and Machine Learning Fundamentals

About

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.

Focus Skills

AI Mindset

AI Application

Scoping Projects with AI

Lessons

- What are AI and ML?
 - Types of ML and AI
 - Applications of AI & ML
 - Approaching AI projects
- Exercise: Evaluating AI as a solution**



AI Business Strategy

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.

Scoping projects with AI

Skills and Team Mapping

AI Infrastructure and Governance

- Define the problem statement
 - Data Infrastructure
 - Organisational Infrastructure
 - Governance
- Exercise: AI use case**



GenAI for Text: ChatGPT and Prompt Engineering

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.

LLM Applications and Systems

AI Ethics

Prompt Engineering

- What are LLMs?
 - LLM applications
 - Prompt engineering
 - LLMs at scale
- Exercise: AI text generation**



GenAI for Design: Text prompts and Visual Communication

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.

GenAI for Design

GenAI for Presentations

GenAI for Landing Pages

- GenAI for visuals
 - Applications in communication and presentations
 - Marketing and Sales
 - Product development and innovation
- Exercise: Generating visual assets with AI**



AI for Productivity

Boost efficiency with AI

Streamline operations and amplify efficiency using AI-powered solutions. Explore how AI can enhance productivity across various business functions.

AI Mindset

AI Application

Scoping Projects with AI

- The mindset for automation
 - AI for personal productivity
 - Team productivity
 - Operational and organisational productivity
- Exercise: Find bottlenecks and prioritise AI tools**



AI-Powered Predictive Insights

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.

Predictive Analytics

Prescriptive Analytics

Scoping Projects with AI

- Predictive model
 - Creating AI prediction models
 - Model evaluation
 - Using the predictions
- Exercise: Predictive analytics**

Business Analytics

Data & AI



Data-Informed Decision-Making

About

Use data insights for smarter decision making

Cultivate a data-informed mindset, gaining the ability to classify and dissect decision-making.

Focus Skills

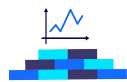
Data-Informed Mindset

Data-Driven Decision-Making

Strategic Thinking

Lessons

- Classifying decision-making
 - Dissecting a decision
 - Becoming data-informed
 - Data-informed organisation
- Exercise: The anatomy of a decision**



Descriptive Analytics Fundamentals

Uncover data stories like a pro

Examine and summarise data to gain insights and understand patterns. Interpreting charts and correlations and construct a KPI tree for data-driven insights.

Data Literacy

Data Analytics

Measurement Strategy

- Evaluating descriptions
 - Reading charts and correlations
 - Building a KPI tree
 - Case study & Lab
- Exercise: Build a KPI tree**



Hypothesis Testing and Statistical Inference

Move from assumptions to certainty

Explore stats in action. Discover how to test hypotheses, analyse data, and run A/B tests to uncover cause-and-effect relationships.

Statistical Inference

A/B Testing

Experiment Design

- Statistical inference applications
 - Evaluating hypothesis testing
 - Setting up an A/B test
 - Case study & Lab
- Exercise: Hypothesis testing**



Predictive Analytics for Business

Unveil the future with predictive proficiency

Explore machine learning types and applications, focusing on predictive modeling techniques like classification and regression.

Machine Learning

Predictive Analytics

Business Analytics

- Machine learning applications
 - Predictive modelling: Classification and Regression
 - Case study & lab
- Exercise: Machine learning**



Making Analytics Work Through Stakeholder Engagement

Empowering data: Bridging insights and stakeholders

Learn about data roles, teams, and engaging stakeholders. Improve collaboration and results.

Data Projects

Data Capabilities

Stakeholder Management

- The data roles
 - Data team models
 - The stakeholder engagement process
 - What can you do better
- Exercise: Stakeholder engagement**



Managing Data Projects

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.

Data Projects

Change Management

- Projects vs. processes
 - Understanding operationalisation
 - Prioritising data use cases
 - Implementing a review process
- Exercise: Data use case prioritisation**

Data Visualisation & Storytelling

Data & AI



Introduction to Data Visualisation

About

Visualising data: The art of clarity

Understand data types, chart basics, and craft simple charts. Build skills for clear visual communication and data-driven insights

Focus Skills

Data Visualisation

Components of a Chart

Plotting a Simple Chart

Lessons

- Data types
 - Components of a chart
 - Plotting a simple chart
- [Exercise: Explore tutorials](#)



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.

Exploratory Analysis

Explanatory Analysis

Decluttering & Highlighting

- Mastering the basic types of graphs
 - Exploratory vs. explanatory analysis
 - Decluttering & highlighting
 - Data visualisation guide
- [Exercise: Chart optimisation](#)



Data Visualisation and 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.

Slide Design

Data Presentation

Data Visualisation

- The principle of separation
 - Understanding slide design
 - Data visualisation guide
- [Exercise: Good vs. bad graphs](#)



Frameworks for Crafting Engaging Data Stories

Transforming data into captivating narratives

Develop captivating narratives using the storyline framework, creating a solid foundation to communicate data-driven stories that captivate and inform audiences.

Data Storytelling

Data Communication

Story Structure

- Understanding the storyline framework
 - Developing a story structure
 - Data storytelling guide
- [Exercise: data storytelling outline](#)



Enhancing Data Stories with an Audience-Centric Approach

Connecting data with audiences: Engaging insights

Make your data stories better by knowing your audience, adding easy-to-understand comparisons, and creating interesting characters to bring out feelings and make stronger connections.

Developing Characters & Analogies

Data Communication

Data Presentation

- Understanding your audience
 - Developing analogies
 - Developing characters
 - Data storytelling guide
- [Exercise: Outline enrichment](#)



Presenting Analytical Findings

Speak data and craft impactful presentations

Develop your own presentation style, clearly communicate analytical results, and connect with your audience to motivate action and encourage data-driven decision-making.

Data Storytelling

Data Presentation

Delivering Engaging Presentations

- Finding your own voice
 - Connecting with the audience
- [Exercise: Data presentation](#)

Digital Marketing

Growth & Marketing



About

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.

Focus Skills

Data-Informed Decision-Making

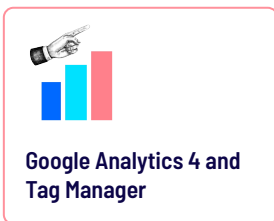
Customer Personas

Customer Journey

Lessons

- Being data driven
- Building personas and customer jobs
- Customer journey with the pirate funnel
- The GROWS Process

Exercise: Pirate Funnel, personas & Jobs to be done



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.

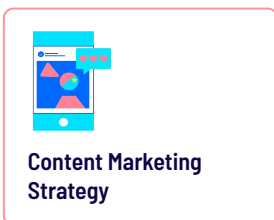
Data Analytics

User-Data Tracking

Data Interpretation

- The most important metrics to measure
- Specific events you need to track
- Tracking: Google Analytics, Tag Manager, and Hotjar

Exercise: Setting up data tracking



Engage, inform, convert with compelling content

Improve your content strategy! Pick trending and relevant topics, amplify reach through SEO, and harness the power of organic social media channels to propel your content strategy to new heights.

Content Creation & Distribution

Copywriting & SEO

Social Media Advertising

- Identifying the most relevant topics for your audience
- Distributing content using SEO
- Distributing content on social media

Exercise: Content marketing



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.

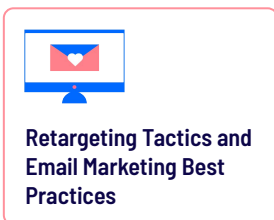
Targeting & Segmentation

Campaign Creation & Management

Marketing Budget Allocation

- Ad campaign structure
- Prioritise awareness channels
- Advertising on different social media platforms
- Measure the performance of your paid campaigns

Exercise: Paid media



Maximise conversions and customer relationships

Engage website visitors using pixels and run successful email marketing campaigns to re-engage and retain your audience.

Audience Targeting

Remarketing & Retargeting

Content Personalisation

- Retargeting using social media
 - Retargeting using email marketing
- Exercise: Design your retargeting campaign**



Easy, attractive pages for higher engagement

Improve website performance with the LIFT model and create code-free, conversion-centric landing pages.

Design Principles for Conversion

User Experience & Testing

Conversion Rate Optimisation

- Types of landing pages
- The LIFT model
- Building a landing page without coding

Exercise: Building a landing page

Growth Marketing

Growth & Marketing



Data-Driven Growth Marketing

About

Fueling growth: Strategies driven by data

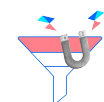
Learn about how data has changed over time, the difference between quantitative and qualitative data, and how these types of data can work together to help you analyse things better and make smarter decisions.



Rapid Experimentation in Growth Marketing

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.



Top-Funnel Marketing: Awareness and Acquisition

Converting awareness to leads

Explore how to build brand awareness and attract new customers at the top of the marketing funnel, expanding your reach and generating leads.



Mid-Funnel Marketing: Activation and Retention Strategies

Bridging contact and purchase

Delves into Activation and Retention, emphasising the role of the 'Wow Moment' in driving user activation and how it links to sustained customer retention, thereby fostering long-term business success.



Bottom-Funnel Marketing: Revenue, CLTV, and Virality

Close more deals and showcase your product's value

Understand bottom-of-the-funnel strategies, including Customer Lifetime Value (CLV) optimisation and harnessing virality for sustainable growth and increased profitability.

Focus Skills

Data Roles in Marketing

Lean Analytics

Data Utilisation

Experiment Prioritisation

Experiment Management

Analysing Experiment Results

Competitor Strategy Analysis

Marketing Tool Creation

Landing Page Optimisation

Achieving the "Wow!" Moment

User Engagement Alignment

User Loyalty Implementation

Organic Virality Strategy

Maximising CLTV

Addressing Revenue Blockers

Lessons

- The importance of data and lean analytics
 - The difference between quantitative and qualitative data
- Exercise: Usability Hub & data tracking plan**

- Why experimentation is important
 - Gather ideas
 - Rank experiment ideas
 - Design and run an experiment
 - Analyse and understand results
- Exercise: Experiment**

- Awareness channels and spying on your competitors
 - Creating your own marketing tools
 - Conversion factors in landing page optimisation
- Exercise: LIFT models & competitor analysis**

- Defining your WOW moment
 - Retention and user segmentation
- Exercise: Mapping your WOW moment(s)**

- Growth loops and organic virality
 - CLTV and revenue metrics
 - Revenue in the pirate funnel
- Exercise: Growth loops**

Conversion Rate Optimisation

Growth & Marketing



Fundamentals of CRO

About

Enhance user experience and boost conversions

Identify conversion goals, analyse website pages compared to landing pages, assess visitor intent levels, and apply the GROWS process for optimal digital performance.

Focus Skills

CRO Principles

CRO Process

Defining Customer Personas

Lessons

- Websites vs. landing pages
 - Types of visitors
 - The GROWS process
- Exercise: Jobs to be done**



Conversion-Centric Website Optimisation

Optimise websites for results and growth

Optimise website functionality, implementing conversion copywriting techniques, and employing conversion design strategies to maximise user engagement and drive higher conversion rates.

UX Insights

Conversion Copywriting

Behavioural Psychology

Website Functionality

- Conversion drivers/killers related to functionality
 - Conversion drivers/killers related to copywriting
 - Conversion drivers/killers related to design
- Exercise: CRO audit**



Data-Driven Conversion Rate Optimisation

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.

Lean Analytics

Data Utilisation

Google Analytics 4

Experiment Prioritisation

- Using website analytics to hone in on areas for improvement
 - Ranking and prioritising ideas based on impact and ease
 - Formulating a hypothesis and designing an experiment
- Exercise: Prioritisation and experiment design**



CRO A/B Testing and Landing Page Designs

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.

Digital Marketing Experimentation

Marketing Experiment Management

A/B Testing

Landing Page Creation

- Understand the types of tests that you can run
 - Creating and analysing an A/B test
 - Creating a landing page in 5 Minutes
- Exercise: Hypothesis validation**

Digital Communication

Growth & Marketing



Persuasive Digital Communication

About

Influence using digital comms, excel in persuasion

Unlock the power of communication theory to craft compelling messages that persuade. Learn to analyse and create persuasive content in the digital era.

Focus Skills

Communication

Digital Persuasion

User Engagement

Lessons

- Motivation and the brain
 - Models of digital persuasion
 - The digital landscape
- Exercise: Evaluating digital communication**



Strategic Communication using Innovative Tools

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.

Copywriting

AI for Content Creation

SEO-Optimised Writing

- Communicating effectively via digital channels
 - Putting writing techniques to work
 - Writing for non-humans
 - Automated tools and emerging tech
- Exercise: Crafting persuasive messages**



Data-Informed Digital Communications

Data-driven strategies using personas

Utilise data for targeted engagement. Understand and connect with your audience effectively through data-informed digital communication strategies.

Building Personas

A/B testing

Qualitative Research

Customer Journey Mapping

- Your users and their journey
 - Turning info into insights
 - A/B Testing
 - Cross-cultural messaging
- Exercise: Crafting personas**



Building a Brand Identity

Cultivate your unique brand narrative & values

Craft a brand identity that embodies core values. Define and communicate principles that resonate, fostering strong connections and differentiation.

Storytelling

Stakeholder Management

Digital Accessibility

- Speaking authentically
 - Message tailoring
 - Different messages, different purposes
- Exercise: Cultural onion**



Developing a Digital Communications Strategy

Digital comms strategy: Elevate online messaging

Create a comprehensive digital communication strategy, aligning objectives with vision, customer focus, and business needs.

Stakeholder Management

Planning & Strategic Thinking

Project Management Mindset

- All the pieces of a good comms plan
 - Setting yourself up for success
 - Getting into a workflow
- Exercise: Content strategy plan & Strategic comms plan**

Sales & Business Development

Growth & Marketing



Sales and Business Development Fundamentals

About

Unlock sales: Maximise value with data

Explore the core aspects of sales and business development, including crafting value propositions, product knowledge, audience targeting, and market research.

Focus Skills

Value Proposition

Product Knowledge

Market Research

Lessons

- Value proposition
- Product knowledge
- Audience targeting
- Market research

Exercise: Master the fundamentals



Sales Prospecting, Pitching, and Closing Deals

Prospecting to partnership: Master sales success

Refine your sales expertise by optimising the end-to-end process, from prospect sourcing, lead qualification, pitching, to nurturing partnerships and client development.

Sales Process

Assessing Needs

Negotiations

- Sourcing & qualifying prospects
- Assessing needs, presenting & pitching
- Handling objections & negotiations & closing the sale
- Partnership & client development

Exercise: Define your sales process



Optimising Sales Pipelines with Tech & Data Analytics

Sales excellence: Succeed with optimised sales pipelines

Quantify your sales process and optimise your sales pipeline with CRM tools and technology.

Business Intelligence

CRM Tools and Technologies

Metrics and KPIs

- Quantifying the sales process
- Introduction to business intelligence
- CRM tools & technology
- Collaborate with marketing & run a healthy business

Exercise: Measure & optimise your sales process



Creating a Sales Strategy

Crafting sales success: Strategy to execution

Learn the significance of sales strategies, define key elements, identify success factors, and create strategies aligned with company objectives.

Sales Strategy

Lead Generation

Sales Collateral

- What is a sales strategy?
- The research phase
- The strategy phase
- The measurement phase

Exercise: Sales presentation



Commercial Growth and Diversification

Unlocking growth: Innovate, diversify, and expand!

Explore techniques for product development, market expansion, and personal growth to drive commercial success in sales and business development.

Product Development and Diversification

Strategic Thinking

Innovation

- Product development and diversification
- Market development
- Personal growth and development

Exercise: Personal growth strategy

Digital Leadership

Business & Innovation

About



Leading an Antifragile Organisation

Resilient leadership for digital success

Discover principles and tactics that empower your organisation to thrive amid uncertainty and change, fostering agility and adaptability.



Growth Mindset and Experimentation

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.



Data-Driven Strategies for Business Growth

Elevate business: Data-driven leadership

Harness the power of data to make well-informed decisions, propelling sustainable business growth and enhancing competitive advantage.



Building a Data Culture

Cultivating data champions for tomorrow

Acquire insights into constructing a culture that relies on data, promoting understanding of data and its effective application across various teams.



Cultivating a Learning Organisation

Fuel growth through continuous learning

Formulate plans for continuous learning, surmounting obstacles, recognising the value of human resources, and investing in team capacities.



Leading Change Management

Leading change for organisational transformation

Develop a leadership approach to steer successful change management and overcome challenges within a evolving digital environment.

Focus Skills

Leadership

Change Management

Digital Transformation

Psychological Safety

Change Strategy

Innovation

Data Strategy

Data Maturity

Data-Informed Decision Making

Data Roles

Talent Management

Learning Strategy & Digital Transformation

Closing Skills Gaps

Human Capital

Organisational Strategy

Strategic Planning

Change Management

Leadership

Lessons

- Complex and complicated systems
- Fragile vs. antifragile
- Your responsibility as a leader
- Plan of attack: Mapping your desired change

Exercise: Guiding coalition

- Why experimentation?
- The growth mindset
- Psychological safety
- The process of de-risking
- Types of experiments

Exercise: Experiment design

- Primary purpose of data usage
- The pillars of data maturity
- Prioritise key business questions
- Make data useful for decision-making

Exercise: Data strategies

- Data-related jobs
- Operationalisation
- Data teams
- Building a data culture

Exercise: Data capabilities

- A learning strategy
- Identifying key blockers
- The era of human capital
- A framework to invest in capabilities

Exercise: Learning organisations

- Why change fails
- The change canvas
- Change Management: Breaking down the 8-step plan

Exercise: Plan of attack

Digital Product Management & Strategy

Business & Innovation

About



Product Management Concepts

Product vision: Audiences & competition

Understand the product manager role and key concepts of product management, including competitor analysis, identifying audiences, and mastering strategic differentiation.

Focus Skills

Customer-Centric Mindset

Competitor Analysis & Market Research

Product Positioning

Lessons

- The role of the product manager
- How do you stand out to your customer

Exercise: Competitor analysis



Customer-Centric Product Development

Elevating products through surveys & interviews

Leverage techniques to craft user interview questions and gather qualitative data. Aligning audience needs with product benefits for a compelling value proposition.

Qualitative & Quantitative Research

User and Market Research

Product Roadmap

- Who should we research?
- Soft skills and hard data
- Interviews and surveys

Exercise: Empathy mapping and listening



Craft the Product Mission, Vision, and Value Proposition

Craft product vision, inspire teams, guide success

Shape your product's direction. Develop a clear product mission, vision, and value proposition to guide your product's purpose and resonate with your audience.

Strategic Vision

Product Positioning

Product Development & Diversification

- Product mission & vision
- Value proposition

Exercise: Mission and vision statement & solution creep



Product-Market Fit: Prototyping, MVPs, and Testing

Product growth: Prototypes, MVPs, and lean testing

Make your product a hit. Create a smart product strategy, validate your product's core value with prototyping and MVPs, and adopt iterative methods for success, all while focusing on customers.

Product Positioning

Prototyping & MVP Design

Product Requirements

- Product strategy and principles
- Prototyping and lean testing
- Minimum viable product

Exercise: MVP



Product Alignment: Objectives and Key Results

Strategise & optimise with product metrics

Measure the success of your product and MVP linked to business and customer experience objectives.

Goal Setting

Data-Driven Decisions

Metrics and KPIs

- Setting goals and taking names
- Data and the Beast
- Industry expert interview with Kate Rakova

Exercise: Goal setting and measurement



Product Roadmap Development

Crafting roadmaps: User-centric prioritisation

Plan for success. Develop a roadmap for efficient product delivery, write user stories effectively, grasp the value of breaking down tasks, and organise requirements for optimal outcomes in business and for customers.

Scrum Methods and Ceremonies

Stakeholder Management

Product Requirements

- Roadmaps and user stories
- Backlog and prioritisation
- Industry expert interview with Tad Slaff

Exercise: Roadmap and prioritisation

Project Management

Business & Innovation

About



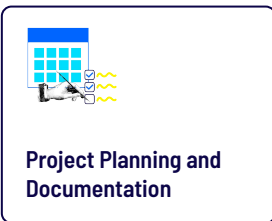
Unlock project success: Methods, terms & more!

Explore essential terms, methods, and approaches in project management for a solid foundation.



Project launch for stakeholder success!

Learn project initiation, stakeholder management, and how to align projects with business strategy for optimal outcomes.



Project excellence: Scope, cost, time, docs!

Learn project planning techniques and documentation essentials to ensure smooth project execution.



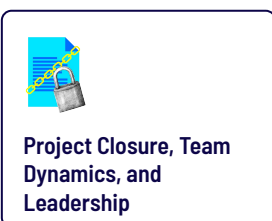
Guiding projects, shaping culture, leading success

Learn resource management, how to align projects with company culture, and define your management style to lead successful projects.



Ensure the project plan goes off without a hitch

Learn how to monitor project progress, maintain control, and foster effective project communication.



Closing projects, fostering bonds, leading success

Learn effective project closure, how to conduct retrospectives, and develop interpersonal skills for smooth team communication and collaboration.

Focus Skills

Project Methodologies & Terminology

Project Management Mindset

Project Management Triangle

Stakeholder Management

Project Initiation

Business Intelligence

Planning

Documentation

Project Management Triangle

Leadership & Collaboration

Business Intelligence

Company Culture Awareness

Monitoring

Documentation

Project Management Triangle

Project Closure

Interpersonal Relationships

Retrospectives

Lessons

- Define terms and principles
- Project methodologies
- Select the approach

Exercise: Project approach & the first 5 questions

- Project acceptance flow
- Stakeholder engagement process
- Building trust and relationships
- Business strategy and project alignment

Exercise: Stakeholder mapping

- Project governance
- Project scope
- Project cost
- Project schedule

Exercise: Project planning

- Resource management
- Projects and company culture
- Project management style
- Leadership capabilities

Exercise: Project management leadership

- Methods for monitoring and controlling quality
- The art and science of communication
- Communication strategies

Exercise: Communication is a skill

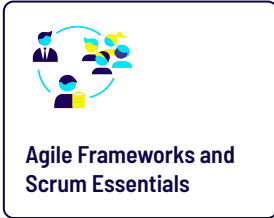
- Project completion and closing out
- Retrospectives
- Transitions and attention to detail

Exercise: Personal retrospective

Agile Project Management

Business & Innovation

About



Agile & scrum proficiency for team & product value

Learn Agile principles, refine your understanding of user stories, prioritise projects using the MoSCoW method, and become a proficient practitioner of the transformative Agile-Scrum methodology.

Focus Skills

Agile Methodology & Mindset

Scrum Methods and Ceremonies

Estimations

Lessons

- Agile mindset and principles
- Roles and responsibilities
- Agile processes and practices
- Estimation methods
- Time-boxed agendas and Scrum ceremonies

Exercise: Agile methods selection



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.

Agile Metrics

Agile Chart Creation

Agile Project Visuals

- Charts, metrics, and monitoring
- Communicate deliverables and customer needs
- Burn-down charts & updates
- Adapt to different audiences
- Write effective updates

Exercise: Reporting and communication



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.

Risk Identification & Prioritisation

Problem-Solving

Relationship Management

- 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

Exercise: Risk mitigation and problem-solving



Elevate Agile teams: Unlocking power skills

Learn to lead sprint reviews and retrospectives effectively and conduct goal-driven workshops for project success.

Leadership & Change Management

Cognitive Bias Awareness

Psychological Safety & Collaboration

- Agile PM leadership styles
- Recognise cognitive biases and influence your team
- Emotional intelligence & psychological safety
- Cross-functional collaboration
- Workshops: The 4 Cs framework

Exercise: Team facilitation



Navigating gaps, building big-picture agility

Explore the intricacies of project complexity by diving into Agile scaling frameworks like SoS, LeSS, SAFe, and DA. Learn how to evaluate the health of agility to set your team, project, or department up for scaling success.

Agile Methodology & Mindset

Project Methodologies

Scaling Agile

- How your context influences Agile adoption
- From traditional to Agile
- Culture gaps and tailor advice
- Scaling methods such as SoS, LeSS, SAFe, & DA
- Big-picture implementation

Exercise: Agile health check

Design Thinking

Business & Innovation

About



Design Thinking Fundamentals

Innovate with design thinking: Solve, create, empower

Explore the significance of empathy in design thinking and how it aids businesses in better understanding user needs and pain points, resulting in more customer-centric and successful products or services.

Focus Skills

User Research

Innovation

Problem-Solving

Lessons

- What is design thinking?
 - Making sense of scattered data
 - The triple diamond process
 - High-value personas
- Exercise: Empathise**



Ideation Techniques for Innovation

Innovate with impact: Ideate for market success

Delve into creative ideation methods to foster innovation in business. Identifying key performance indicators and areas of opportunity helps drive novel solutions and market-leading products.

Customer-Centric Mindset

Ideation

Innovation

- What is ideation?
 - Ideating differently
 - Setting success criteria
 - Areas of opportunity for innovation
- Exercise: Measuring success**



Iterative Design

Design, experiment, evolve: User-centric iterations

This module focuses on prototyping and user testing, enabling businesses to refine their designs iteratively. Learning usability heuristics and emotional mapping enhances user experiences and ensures successful product implementation.

User Research

Prototyping

User Testing

- Usability foundations
 - Fundamentals of visual hierarchy
 - Object-oriented thinking
 - Mapping emotions to actions
 - Gathering insights from feedback
- Exercise: Prototyping**



Effective Presentation of Design Ideas

Design brilliance: Storytelling, communication, success!

Acquire skills to present design ideas convincingly to various audiences. Identifying actionable insights and delivering compelling findings equips businesses to gain support and make informed decisions for successful design implementations.

Stakeholder Management

Storytelling

Presentation

- Designing the experience of presenting
 - Actionable insights
 - A framework for storytelling
- Exercise: Presentation**

Web 3 Foundations

Business & Innovation


About



Blockchain and Cryptocurrency Fundamentals

Unlocking crypto: Bitcoin, blockchain, white paper

Explore the birth of Bitcoin, its creator, digital assets, and the fundamental concepts of blockchain technology.



Understanding Web3, DeFi, The Metaverse, and NFTs

Web3, DeFi, the Metaverse, NFTs

Uncover the wonders of Web3, including Decentralised Finance, the Metaverse, and NFTs. Learn how businesses are leveraging these innovations.



Digital Asset Risk Mitigation

Guard your assets: Smart choices, scam-proof

Understand the high risks associated with digital assets, identify scams, and gain insights from industry experts.



Safeguarding Your Digital Assets

2FA, VPNs, and ledgers: Shield your assets

Learn essential security measures like 2FA, VPNs, and physical backups to protect your valuable assets in the crypto realm.



Blockchain Case Studies

Unveiling blockchain's real-world influence

Discover the transformative power of blockchain through real case studies in traditional banking, supply chains, remittances, and more.



Navigating Blockchain Regulation and Compliance

Blockchain rules: KYC your way

Understand blockchain regulation, KYC processes, code audits, and intercultural communication to ensure compliance.



Blockchain Careers

Charting your path in blockchain

Explore diverse career paths in the blockchain industry, discover its impact on existing sectors, and learn from real-world case studies.

Focus Skills

Blockchain

Digital Assets

Digital Assets

DeFi

The Metaverse & NFT

Digital Assets

Risk Mitigation

Cybersecurity

Cybersecurity

Digital Assets

Risk Mitigation

NFT

Smart Supply Chains

Cybersecurity

Cybersecurity

Communication

Regulatory Compliance

Blockchain

Personal Growth

Entrepreneurship

Lessons

- What is Bitcoin?
- Exploring digital assets
- Discovering blockchain
- Terminology

Exercise: Birth of BTC & blockchain

- What Web3 looks like
- What is DeFi?
- What are NFTs?
- The Metaverse

Exercise: Keys to the Metaverse

- Why digital assets are high risk
- Check your sources
- Identifying scams & checking legitimacy

Exercise: Background check

- The security checklist
- Two-factor authentication
- Using a VPN
- Physical backups

Exercise: Security checklist

- Blockchain in banking & traditional finance
- Blockchain for creators & Smart supply chain
- Remittances & cross-border payments

Exercise: Use case mapping

- Regulation, KYC/AML, and custody
- Code audits and blockchain platforms
- Compliant communication
- Intercultural communications

Exercise: Choose your blockchain platform

- Career opportunities
- Blockchain developers
- Bridging the global digital divide
- The power of the network

Exercise: Job listing treasure hunt