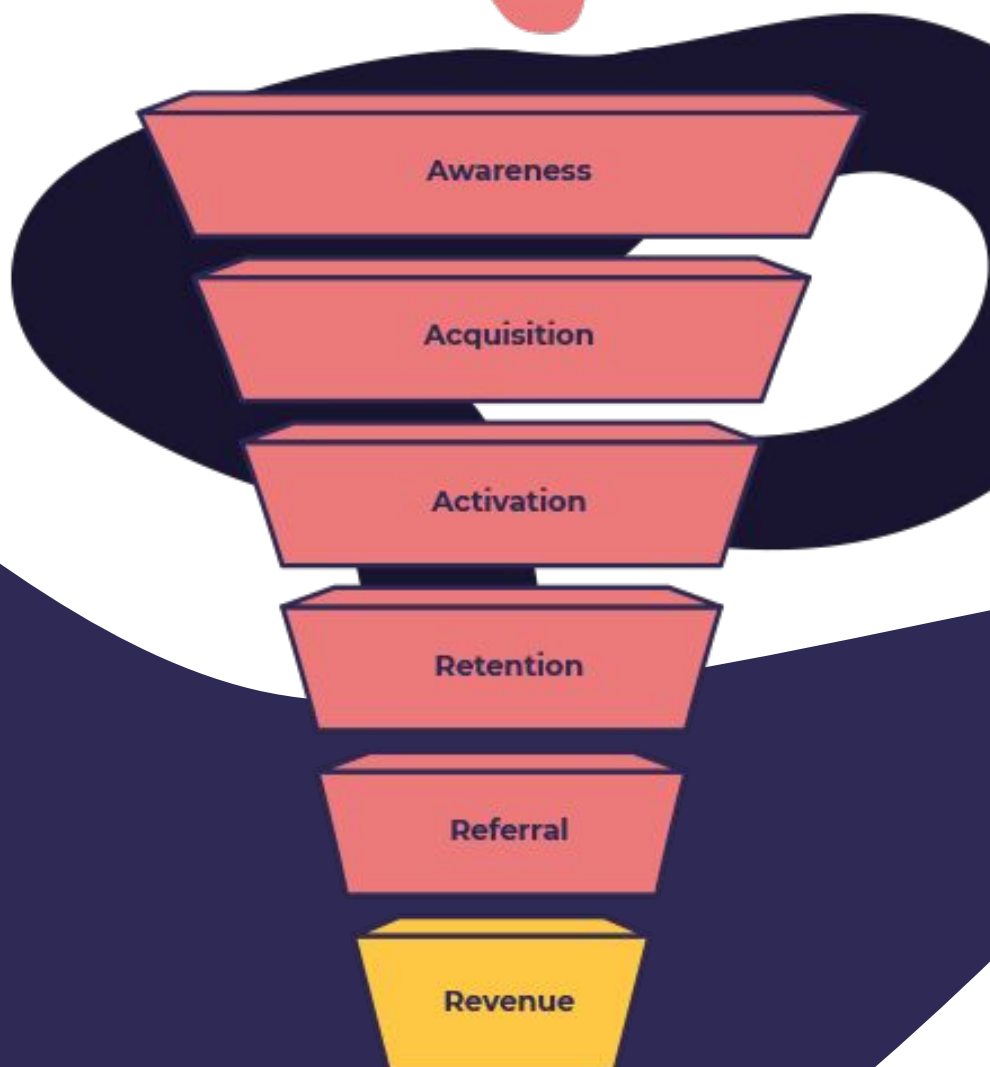
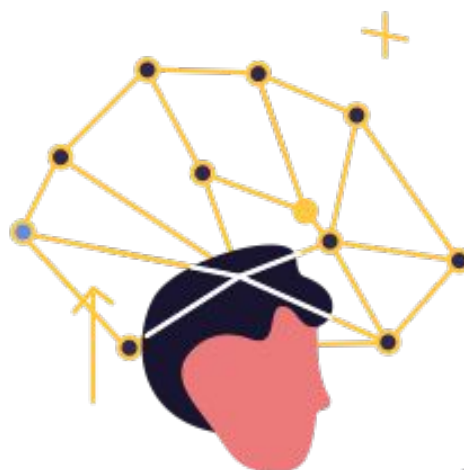




# Growth Strategies Crash Course

**3 Day Crash Course**

Interactive Online Classroom  
Training





# Table of contents

- Overview
- What are Growth Strategies?
- Who is this course for?
- Your Learning Journey
- How we teach



# Overview

Our **3-Day Growth Strategies Crash Course** empowers business professionals with the Growth Mindset. In 3 days, learn the fundamentals of Growth: a combination of **Rapid Experimentation, Automation, Customer Behaviour and Creative Marketing**. Use the Growth Mindset to successfully identify new opportunities within your business.

Key elements of the programme:

- 3-hour live classes, each day
- 30+ growth tools
- 10+ frameworks
- 32+ guided exercises
- Develop your own business case or project during the course
- Create a backlog of experiments to execute after the course
- Access to our exclusive Slack channel where you can seek guidance from experts - even after the course



# What **you** can do after this **course**

- Identify new growth opportunities within your business
- Master the end-to-end business experimentation process, from ideation and design, to analysis and implementation
- Apply the growth strategies, tactics & tools used by the world's leading companies including Amazon, Netflix and Spotify
- Measure the impact of marketing efforts to prove their ROI
- Use cutting-edge tool stacks used by businesses to increase the efficiency of your teams
- Optimize every stage of your customer journey to catalyze exponential growth
- Score & rank potential growth opportunities to rapidly gain results



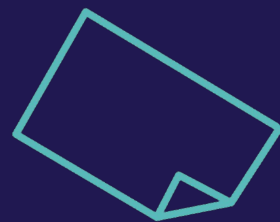
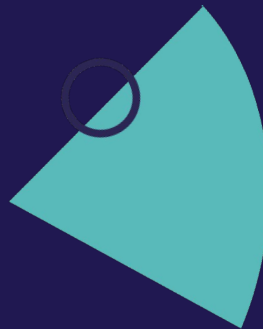
"If you're looking for a **practical, hands-on, inspiring course on growth**, this is it! Everything was on-point, easy to digest and quick to implement.

Highly recommended for anyone looking to bring back fresh ideas to their company. Don't be shy if you're not the one to execute; it's perfect for managers to guide their teams later on!"

Irem Tucaltan

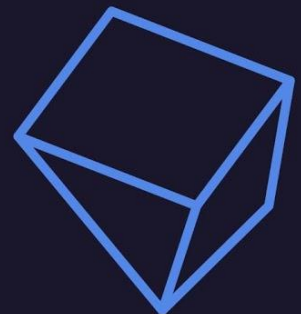
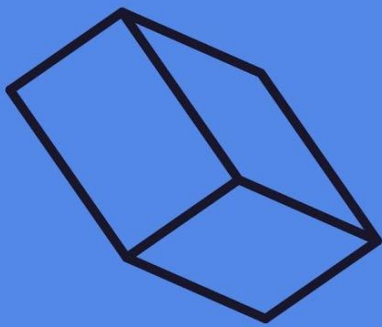
Head of Marketing

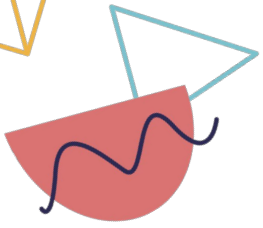
Office App





# What is Growth?

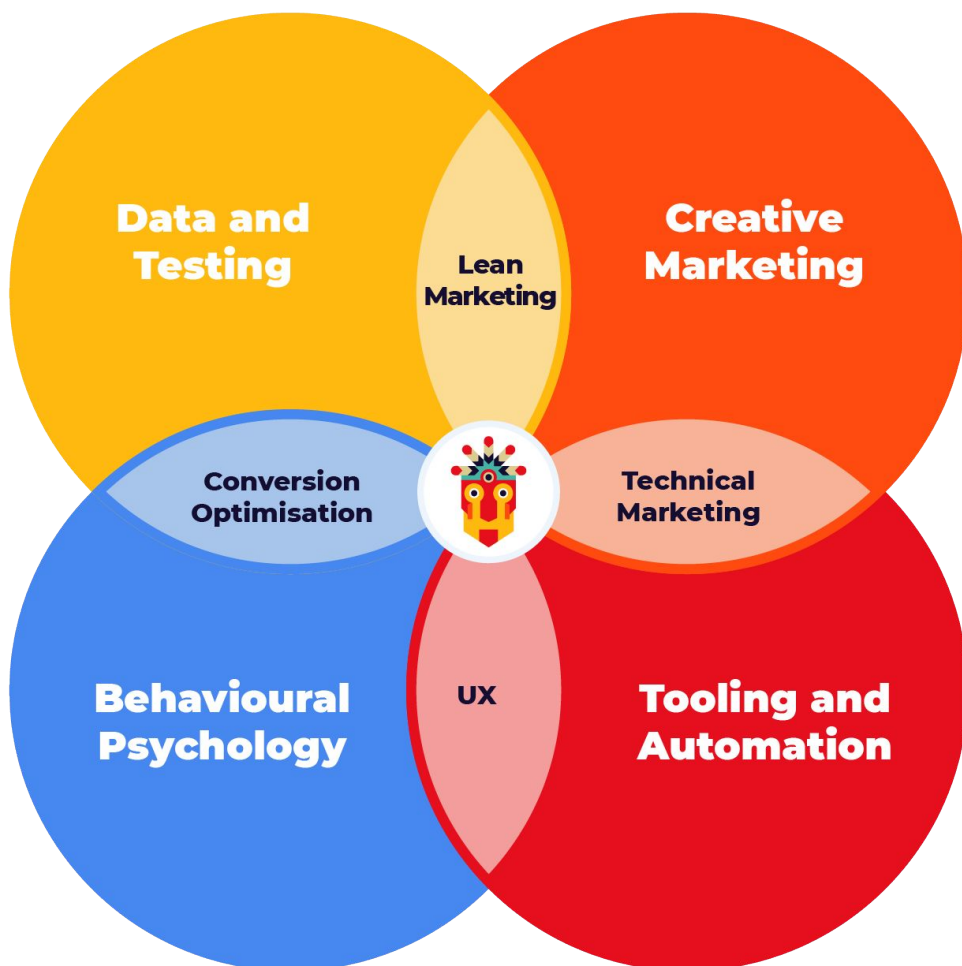




# What are Growth Strategies?

A growth-focused business approach is essentially what is called the Growth Mindset. This is a multidisciplinary approach which focuses on business growth through rapid experimentation, automation, customer behaviour and creative marketing..

Growth professionals understand the new technological landscape, are self-reliant, and execute faster than the competition. They have a diverse set of skills and are able to test new ideas quickly and scale validated opportunities to accelerate bottom-line business growth.

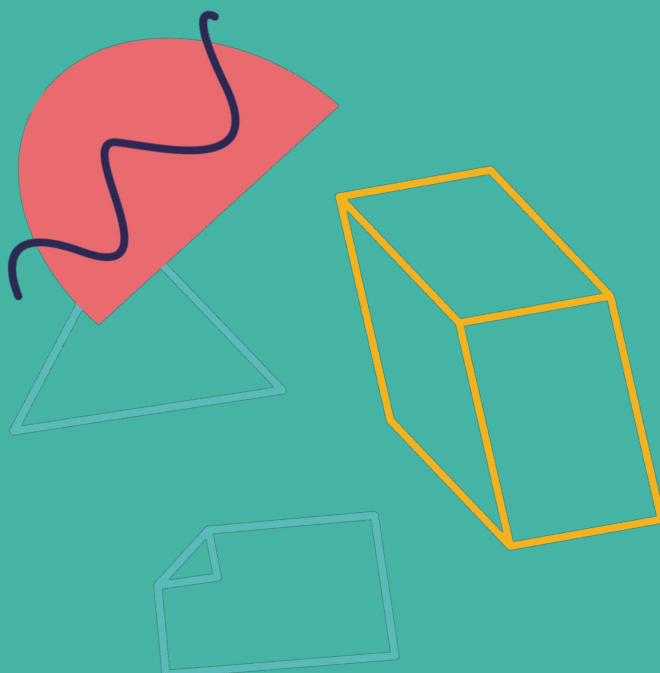




# Is this course for you?

Book a free consultation with our learning advisors to discuss your goals and find your perfect course.

**Schedule A Free Consultation**







## No prerequisites needed!

Come with the motivation and a desire to become more agile, creative, & technical.

Be prepared to test rapidly, scale your wins, and learn from failed experiments.

This course is made for :

- Senior professionals looking to get to the next level of their career
- Traditional marketers and marketing executives who want to make a bigger impact
- Entrepreneurs or business owners driving bottom-line growth
- Senior managers looking for a new strategic approach
- Managers wanting to develop data-driven teams
- Past participants include marketers, sales professionals, product managers, innovation specialists, entrepreneurs, and C-suite.



# Your Learning Journey

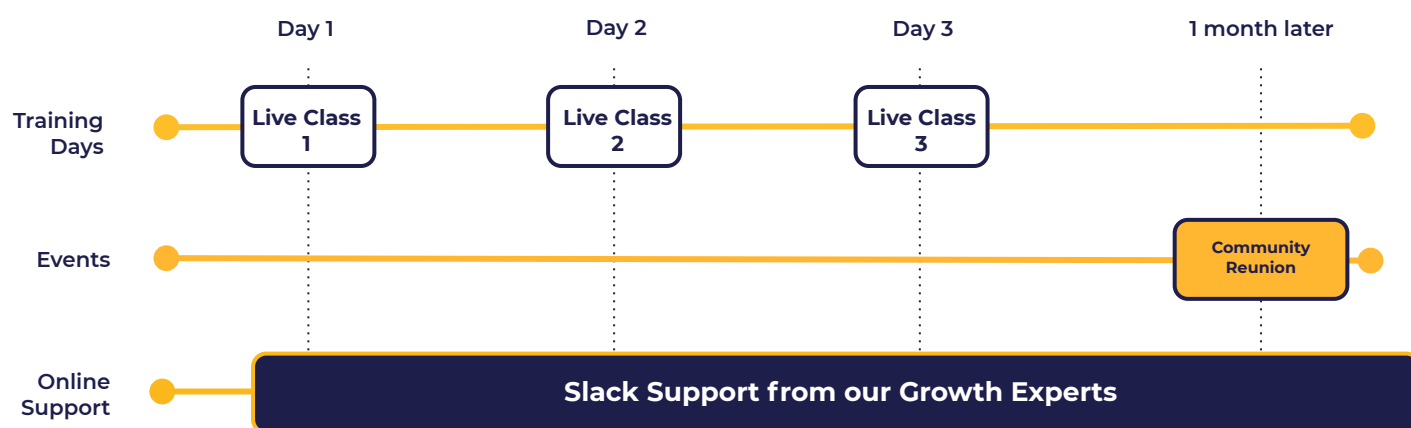




# About the course

Master the essentials of Growth in our 3-day course — 100% online. Deep dive into the cutting-edge growth processes, frameworks and mindset used by fast growing companies like Amazon, Uber and Netflix.

- **3-hour live sessions**, each day
- Learn about **30+ tools, 10+ frameworks, and work on 32+ guided exercises**
- Lifetime access to course **slides, videos & resources** in our Online Learning Environment
- Access to our **exclusive Slack community** of certified Growth professionals
- Ability to work on your **own business case or project** throughout the course
- **Bonus study track**: apply your learnings, expand your knowledge and up your skills at your own pace
- **Online Community Reunion** to reconnect, share learnings and speak to your trainers





# Your Course Curriculum

Change your mindset and learn how to think big and test small. We will immerse you in the process of rapid experimentation and teach you how to apply the best tactics and tools for each stage of your business funnel.

## PRE COURSE VIDEOS

### SETTING UP FOR THE COURSE

- Slack community intro with 5000+ alumni
- Tools Onboarding
- Introduction to the course
- Adopting A Growth Hacking Mindset
- Setting Your One Metric That Matters

## MORNING 1

### THE FUNDAMENTALS

- Creating Psychographic Personas
- Data Driven: Funnel Marketing Done Right
- Setting up your GROWS app
- Driving traffic through Other People's Networks (OTP)



## BONUS STUDY TRACK 1

### OPTIMISING YOUR AWARENESS STRATEGY

- Optimising your referral loop
- Getting Started with Tools-Based Marketing
- Prepare visual assets for the next course

## MORNING 2

### OPTIMIZING FULL FUNNEL CONVERSIONS

- Soft data: Rapid proposition testing
- UX for Growth: Landing Page Optimisation
- Writing & Testing Copy that Converts
- Finding your WOW Moment
- Optimising Your User's Activation



## BONUS STUDY TRACK 2

### UPPING YOUR CONVERSION EXECUTION SKILLS

- Landing page creation
- Chatbot Creation
- The Psychology of Persuasion
- Persuasion Techniques + Use Cases

## MORNING 3

### RUNNING GROWTH SPRINTS

- The GROWS process implemented
- Ideation, Ranking and Experiment Design
- Pitching experiments
- A Process for Implementing Growth: Next Steps



## COMMUNITY REUNION

### RECAPPING THE EXPERIENCE

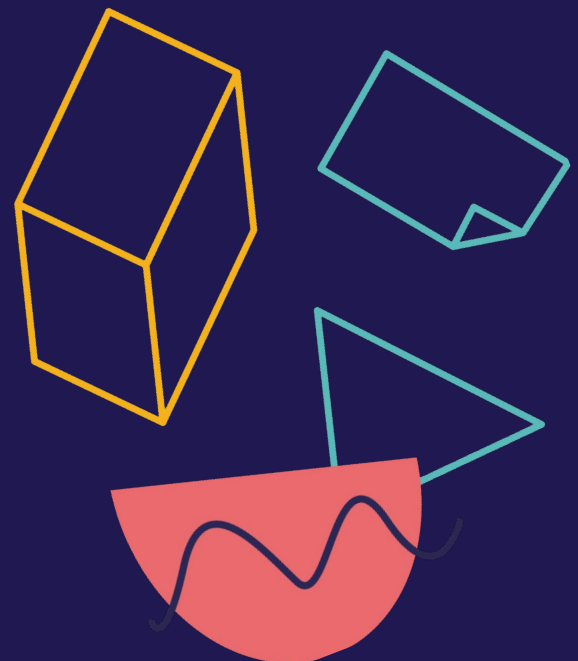
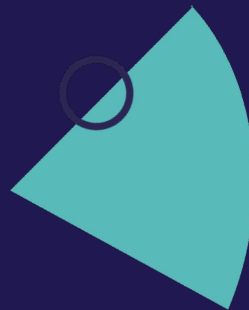
- Presenting experiment findings
- Blocker mapping and solutions
- Networking

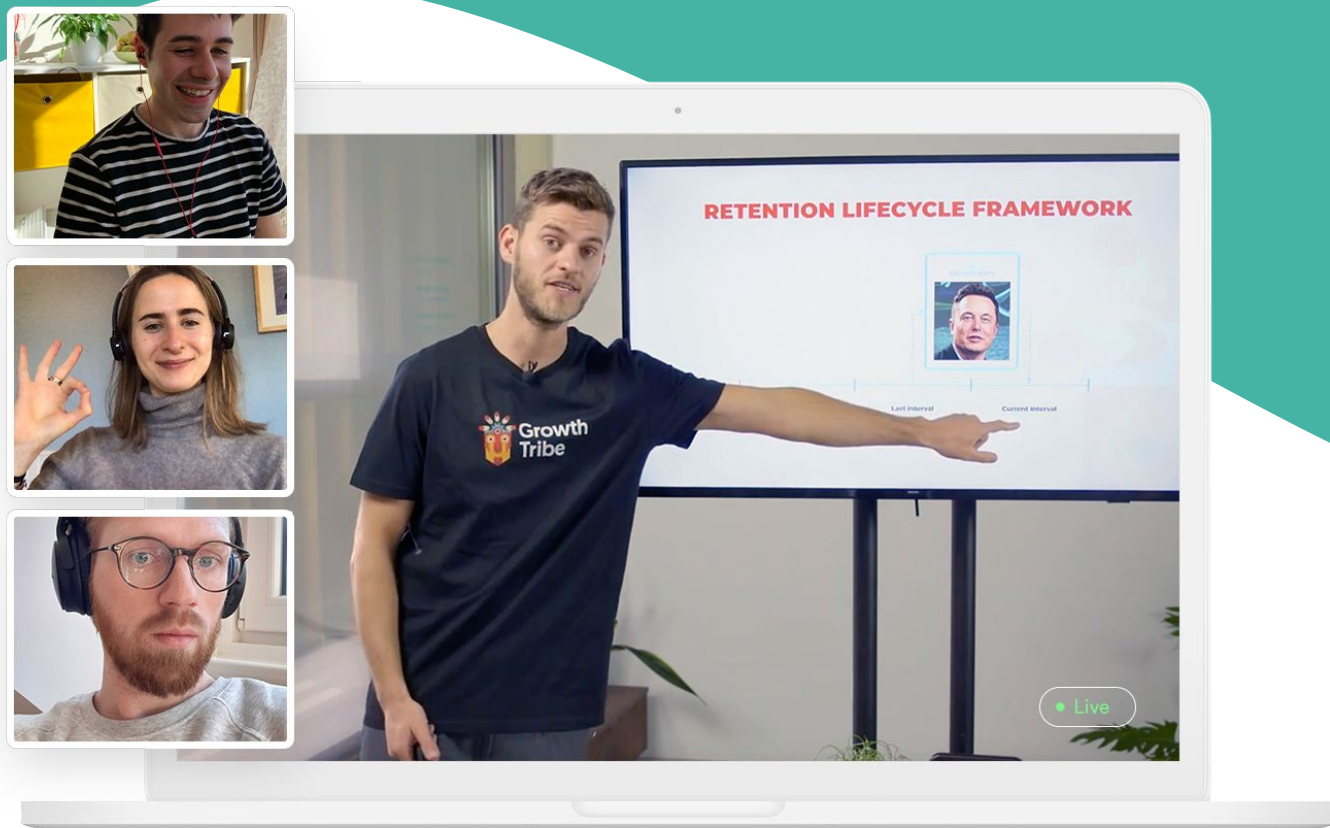


**“The crash course was the perfect preparation for my interview with a Fortune company CEO.**

**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?”**

Wouter Blok,  
VP Performance @ GetYourGuide —  
Senior Marketing Advisor At VanMoof





## Live Online Workshops delivered by Expert Trainers

Our online courses are hosted live to ensure real time teaching and facilitation from our experienced practitioners. Class sizes are limited to ensure you get the real-time support you need.



## Group Interactions with Team Breakout Sessions

Enjoy online break-out sessions for group discussions and peer-to-peer learning, all during live classes. Participants work on real business cases and share their knowledge with the group.



## Course Price

**€1197** excl. VAT

We have a range of payment options for our courses.

Contact our learning advisors to find the right payment plan for you.



**Speak to our learning advisors for payment options.**

**Book A Call**





We've Trained:

**13000+**  
Professionals

**1000+**  
Companies

Deloitte.

ING 

IBM

TomTom 

 Spotify®

LinkedIn

P&G

 vodafone



# Take your career to the next level.

Get in touch with our Growth consultants and find out how this course helps you achieve the skills you need to take your career to the next level.