



# O PROFISSIONAL DO FUTURO

UM NOVO MUNDO  
DEMANDA NOVAS COMPETÊNCIAS

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quem?*



CONSULTORIA

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# A ECONOMIA EXPONENCIAL



**risco de  
extinção**





Smart  
Machines



Conexão  
Global



New Media  
Ecology

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# UM MUNDO DE MUDANÇAS

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Scalability



Longevidade



Mundo  
Computacional



**LONGEVIDADE**



# SMART MACHINES



**Robôs  
Autônomos**



**Big Data**



**Simulações**



**Indústria 4.0**

**Integração  
de sistemas**



**Internet  
das Coisas**



**Cibersegurança**



**Computação  
em Nuvem**



**Impressão 3D:  
Manufatura  
Aditiva**



**Realidade  
Aumentada**





ÚLTIMAS ▾

COTAÇÕES ▾

FINANÇAS PESSOAIS ▾

EMPREENDEDORISMO ▾

EMPREGOS E C

BOLSAS

BOVESPA

↑ +0,25% 49.533,84 pts

CÂMBIO

DÓLAR COM

↓ -1,17% R\$ 3,38

DIRETO DA BOLSA



9h30 Escalada do desemprego acelera desigualdade de distri

## "Robôs jornalistas" que transformam dados em textos chegam às redações [COMENTE](#)



16/06/2016 | 16h21









**MUNDO COMPUTACIONAL**





**MOST**  
PEOPLE ARE  
**VISUAL**  
LEARNERS

**83%** OF HUMAN  
LEARNING  
OCCURS **VISUALLY**

**PEOPLE REMEMBER  
OF WHAT THEY**



**VISUALS ARE  
PROCESSED  
60 000**

**TIMES FASTER THAN TEXT**



**THEY QUICKLY  
AFFECT US BOTH  
COGNITIVELY,  
EMOTIONALLY**

Your start-up  
communicates  
visually?

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**NEW MEDIA ECOLOGY**

# Scalability

Grow Your Business. Not Your Office.



# Good & Green Guides

The leading sustainable travel guide specialist, has no guides

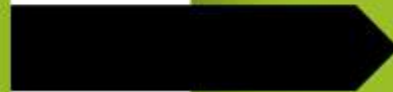
The world's largest taxi company, owns no vehicles



## Uber

# Facebook

The world's most popular media owner, creates no content.



The most valuable retailer, has no inventory



## Alibaba

# Airbnb

The world's largest accomomodation provider, owns no real estate.



# CONEXÃO GLOBAL



## O que é uma plataforma colaborativa, afinal?

Nova figura tecnológica surge no competitivo universo disputado por portais, sites, redes e blogs

Claudio Carneiro © 5 jul, 2015



*Arianna Huffington lucra US\$4 milhões anualmente, enquanto seus colaboradores não recebem remuneração (Foto: Flickr)*

# NOKIA

# NAVTEQ™





**NETFLIX**



**TECNOLOGIA EXPONENCIAL**

**insights**

**"O fato é que não importa o quanto seus colaboradores são talentosos; provavelmente, a maioria deles está se tornando obsoleta e pouco competitiva diante dos seus olhos."**

Salim Ismail - Singularity University





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DEMANDA NOVAS COMPETÊNCIAS

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**Sense Making**



**Social Intelligence**



**Computational Thinking**



**Cross Cultural**



**Transdisciplinary**



**New Media Literacy**



**Design Mindset**



**Cognitive Load**



**Adaptative Thinking**



**Virtual Collaboration**

TOP STORIES IN CAREERS

1 of 12



A Life Cruising the Harbor, in Eight-Mi...



Nike's Martin Lotti on Just Doing It

2 of 12



Intern: Numbers Neutral

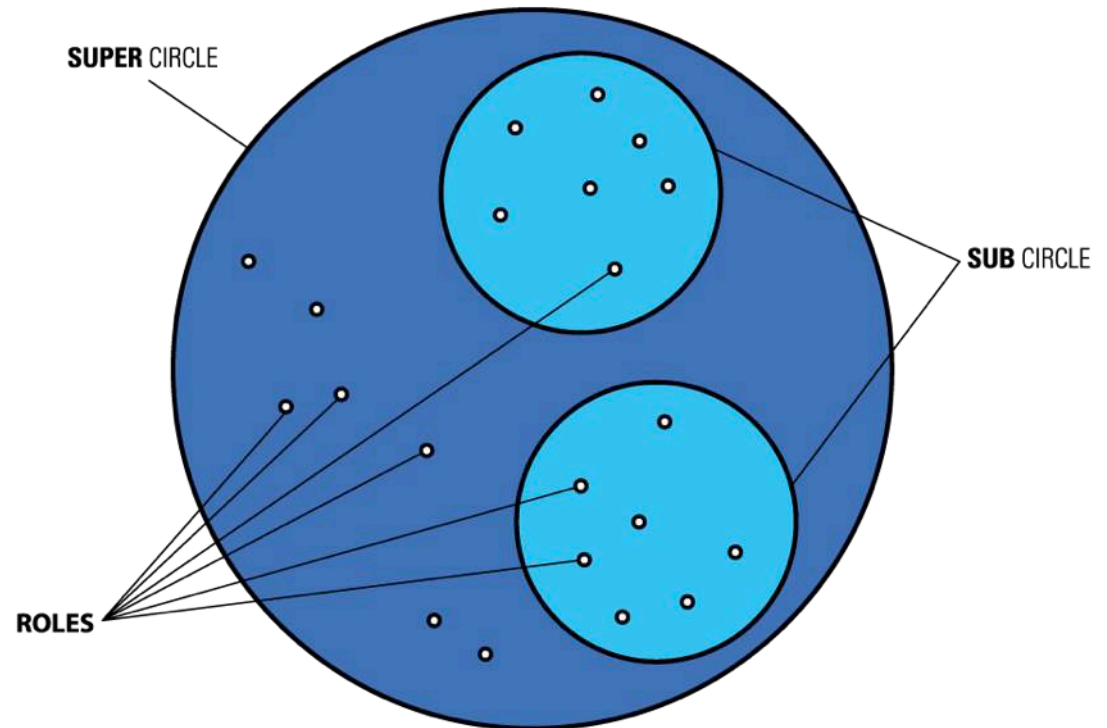
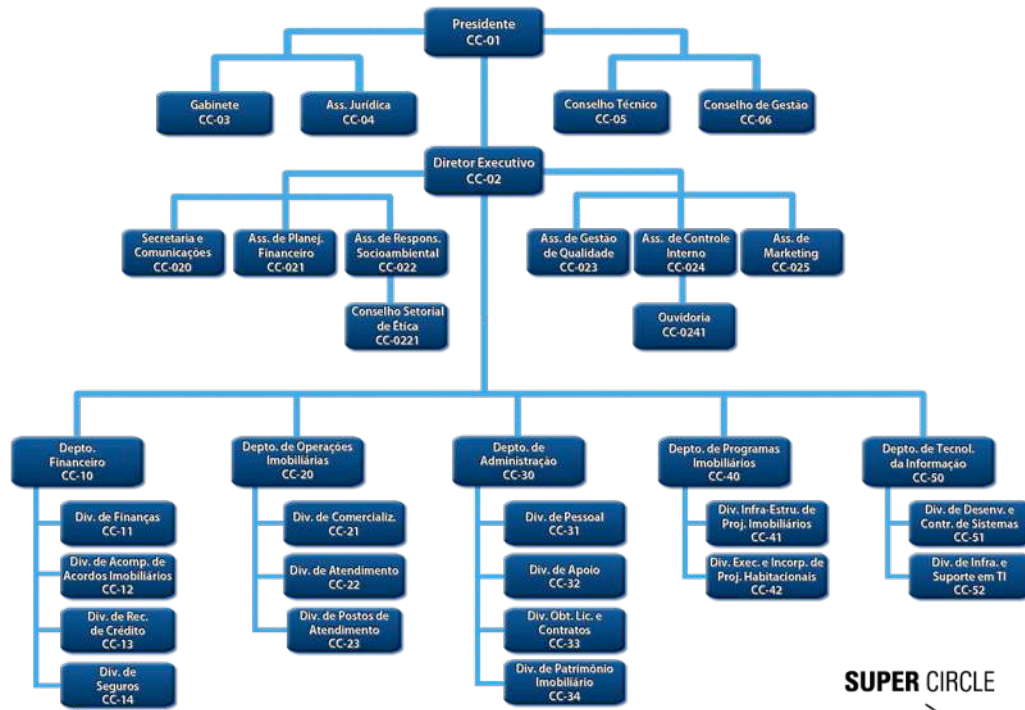
CAREERS

# Companies Say No to Having an HR Department

Employers Come Up With New Ways to Manage Hiring, Firing and Benefits



# GOVERNANCE TRENDS

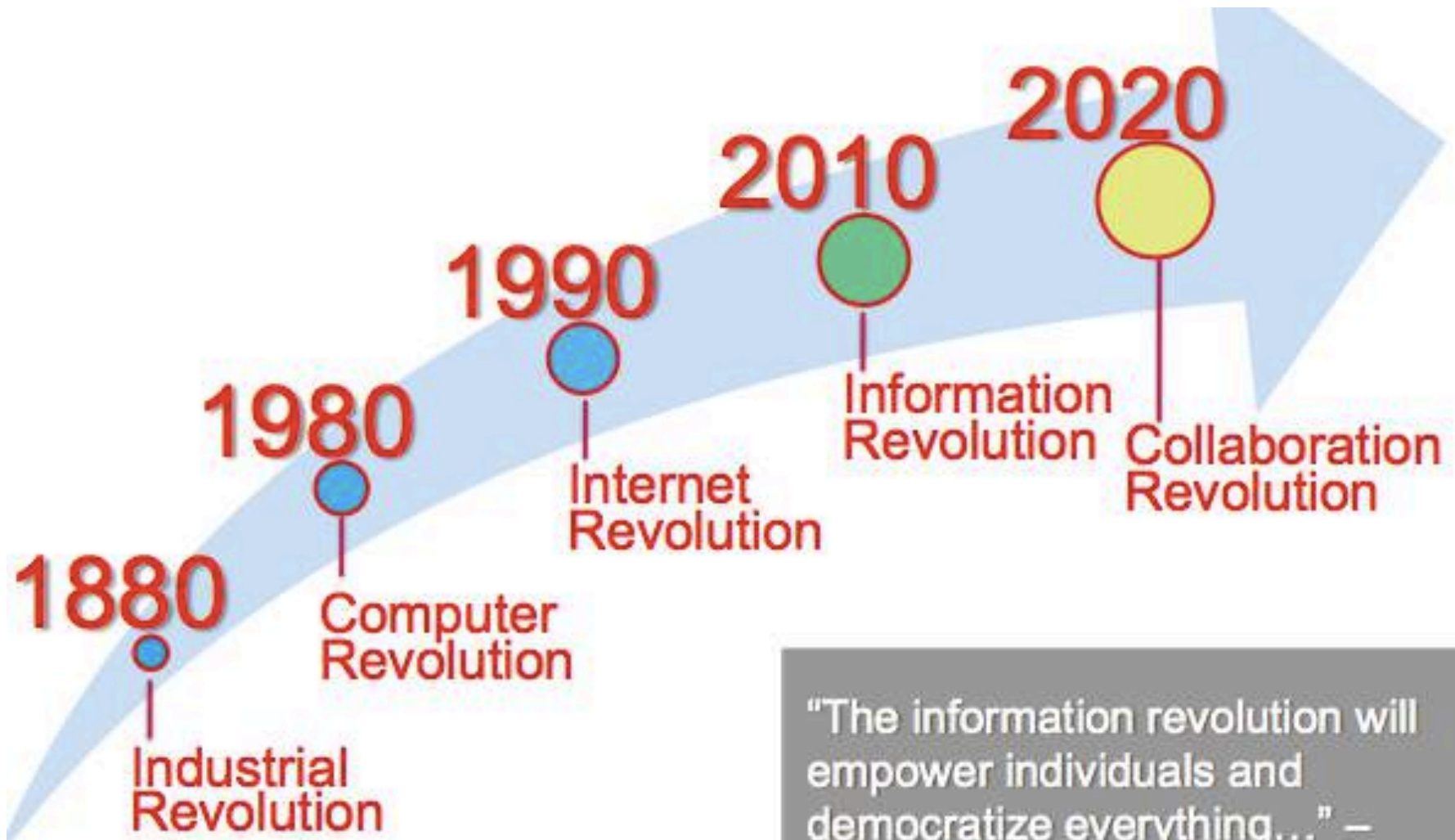


# T&D TRENDS

Benefit	% of Companies Reporting	Average % Improvement
Increasing speed of access to knowledge	77	30
Reducing communication costs	60	10
Increasing speed of access to internal experts	52	30
Decreasing travel costs	44	20
Increasing employee satisfaction	41	20
Reducing operational costs	40	10
Reducing time to market for products/services	29	20
Increasing number of successful innovations for new products/services	28	20
Increasing revenue	18	15

FONTE MACKSINSEY

# A ERA DA COLABORAÇÃO



"The information revolution will empower individuals and democratize everything..." –  
- Steve Jobs, Apple

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11  
MEREDITH  
PAÍSES

  
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BRITANNICA DO BRASIL

Enciclopédia BARSA

10  
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MERCÚRIO

  
ENCYCLOPAEDIA  
BRITANNICA DO BRASIL

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9  
HÉRNIA  
JUDITE

  
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*The Free Encyclopedia*



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"A masterpiece, its logic and clarity look for all time. MacroWikinomics rises as a book made to be taught (and read) by a global network of entrepreneurs. It takes "the heart and soul" of technology and shows the world as we can give it now. And the result is all in here!" —MARK DARRER, CEO, Hilti Inc.

# MACROWIKINOMICS

## REBOOTING BUSINESS AND THE WORLD



DON TAPSCOTT and  
ANTHONY D. WILLIAMS

Bestselling authors of *Wikinomics*

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# MООСs - Massive Open On-line Courses





# MINECRAFT

XBOX ONE EDITION





*"65% das crianças  
que estão iniciando  
sua vida escolar hoje,  
irão trabalhar em  
cargos que ainda não  
existem"*



# Emmanuelle Richard

The little big developer



**ESPECIALISTA**

**GENERALISTA**

**TRANSDISCIPLINAR**



# T&D / LEADERSHIP TRENDS

Peer-to-Peer Learning



PREDICTIONS



You Will Elect Your Leader



# PERFORMANCE MANAGEMENT TRENDS

## Yahoo Reviews

[Overview](#) | [Salaries](#) | [Reviews](#) | [Interviews](#) | [Photos](#) | [Jobs](#)

**Company Rating** [Based on 600 ratings](#)

3.2 

Employees say it's "OK"

**CEO Rating** [Based on 214 ratings](#)



Carol A. Bartz  
President, CEO, and Director  
**62% Approve**

Reviews are posted anonymously by employees (updated Mar 28, 2011)



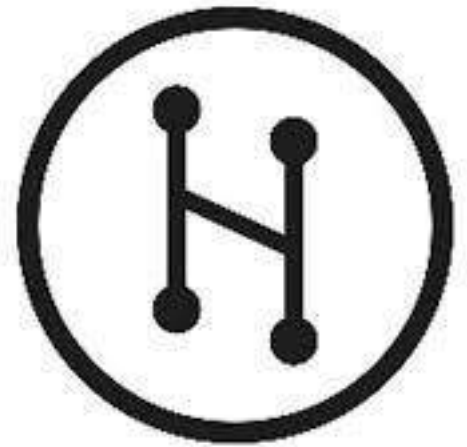
### Recent Awards & Accolades

Something missing? [Add an award](#)

Best Places to Work for LGBT Equality, *Human Rights Campaign*, 2010

Top 500 Green Companies, *Newsweek*, 2009

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LIFE

# STAFF SOB DEMANDA



YOUR TEAM

BEHIND

YOUR TEAM



# COMPENSATION TRENDS

Harvard  
Business  
Review

EXECUTIVE COMPENSATION

## Stop Paying Executives for Performance

by [Dan Cable](#) and [Freek Vermeulen](#)

FEBRUARY 23, 2016

As professors of Organizational Behavior and Strategic Management, we take a different - and perhaps more radical - stance. We argue in favor of abolishing pay-for-performance for top managers altogether. We propose that, instead, most firms should pay their top executives a fixed salary.

# COMPENSATION TRENDS

OCTOBER 14, 2015

AAPL: 110.21 -1.58 

## Tim Cook Memo: Apple launches RSU shares program for all employees to retain talent



# R&S TRENDS



# R&S TRENDS



**HONESTY**



**BOLDNESS**



**TRUST**



**FREEDOM**



**TEAM SPIRIT**



**MODESTY**



**FUN**



**PAIXÃO**

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**PROPÓSITO**



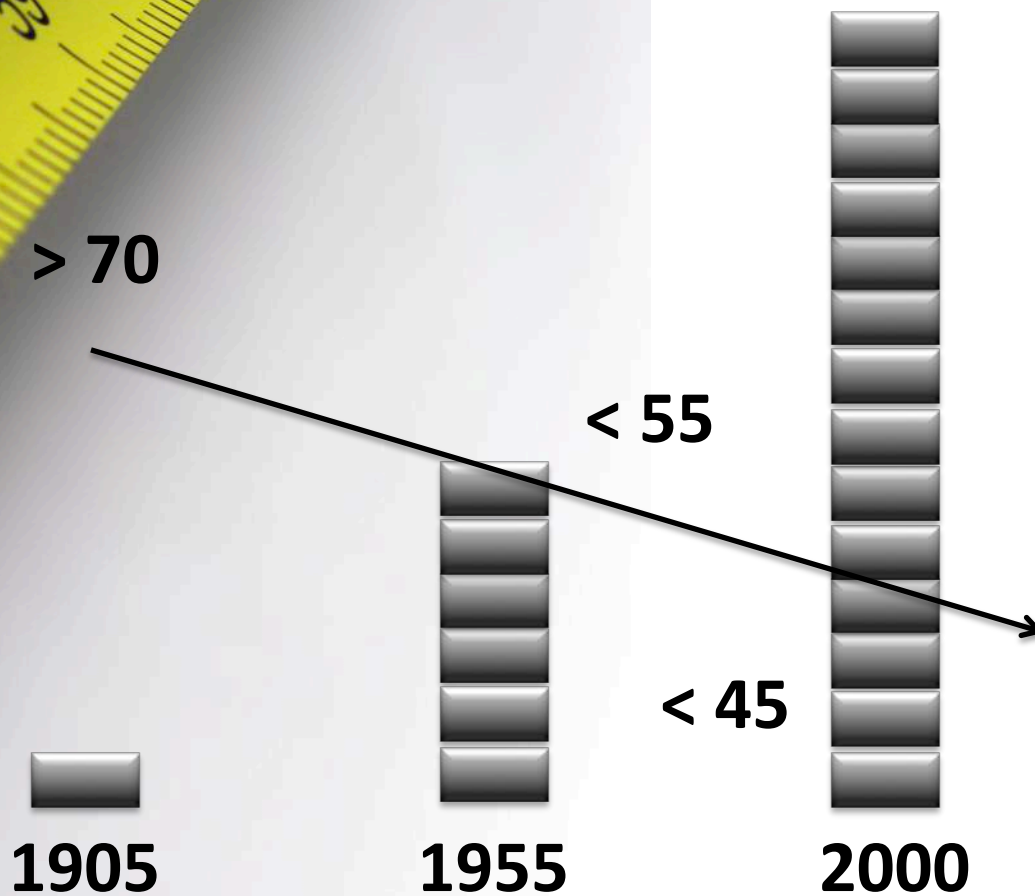








# Depressão



# Uma pessoa se mata a cada 40 segundos, diz OMS em relatório inédito

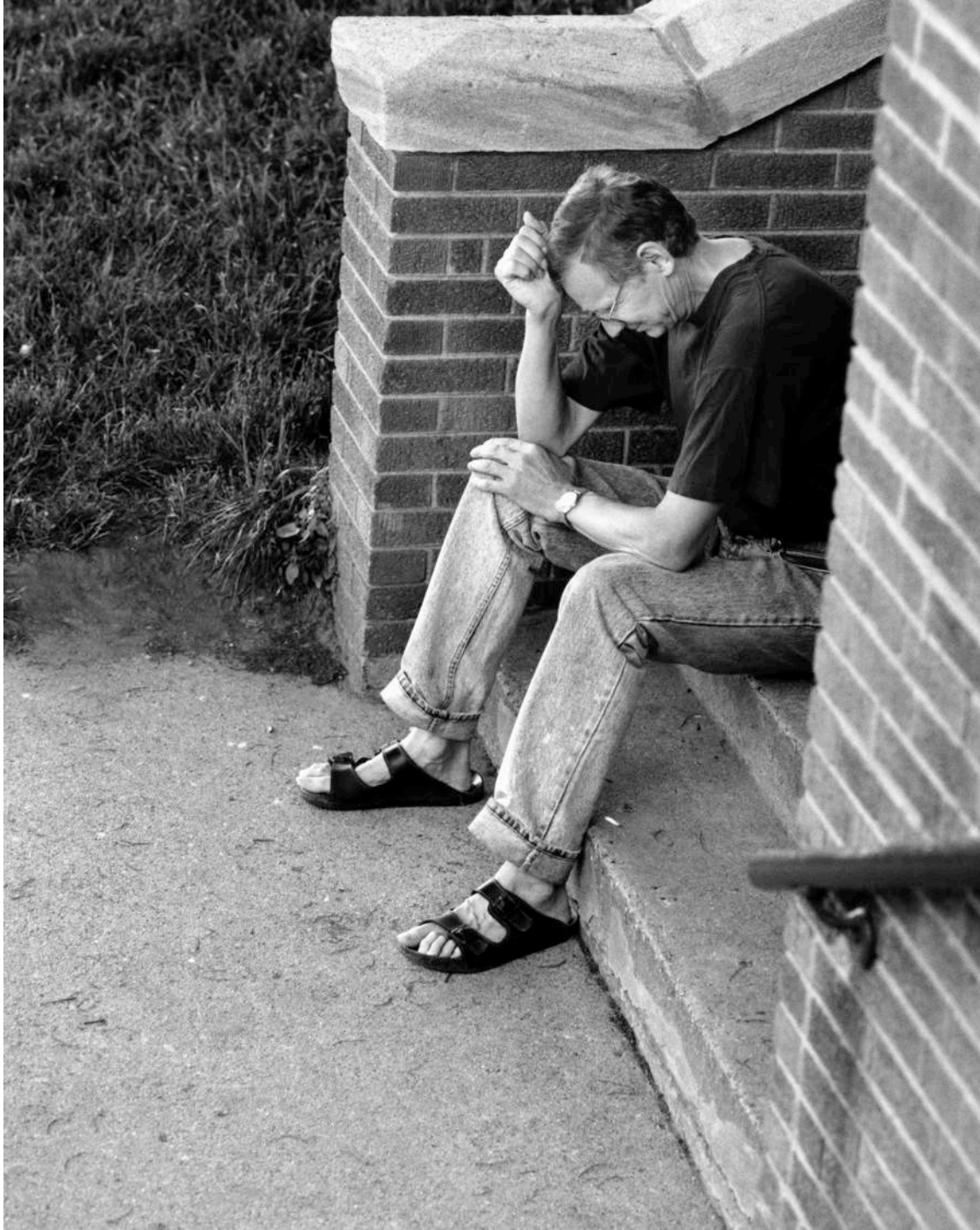
🕒 4 setembro 2014

🔗 Compartilhar

Um relatório inédito divulgado nesta quinta-feira pela OMS (Organização Mundial da Saúde) indica que uma pessoa se mata no mundo a cada 40 segundos.







# Brasil é o país mais deprimido e ansioso da América Latina

Um relatório divulgado pela Organização Mundial de Saúde analisou como anda a saúde mental no globo. E os nossos resultados são especialmente preocupantes

Por **Ana Luísa Moraes**

© 23 fev 2017, 17h07 - Atualizado em 3 mar 2017, 10h2



**SQ**

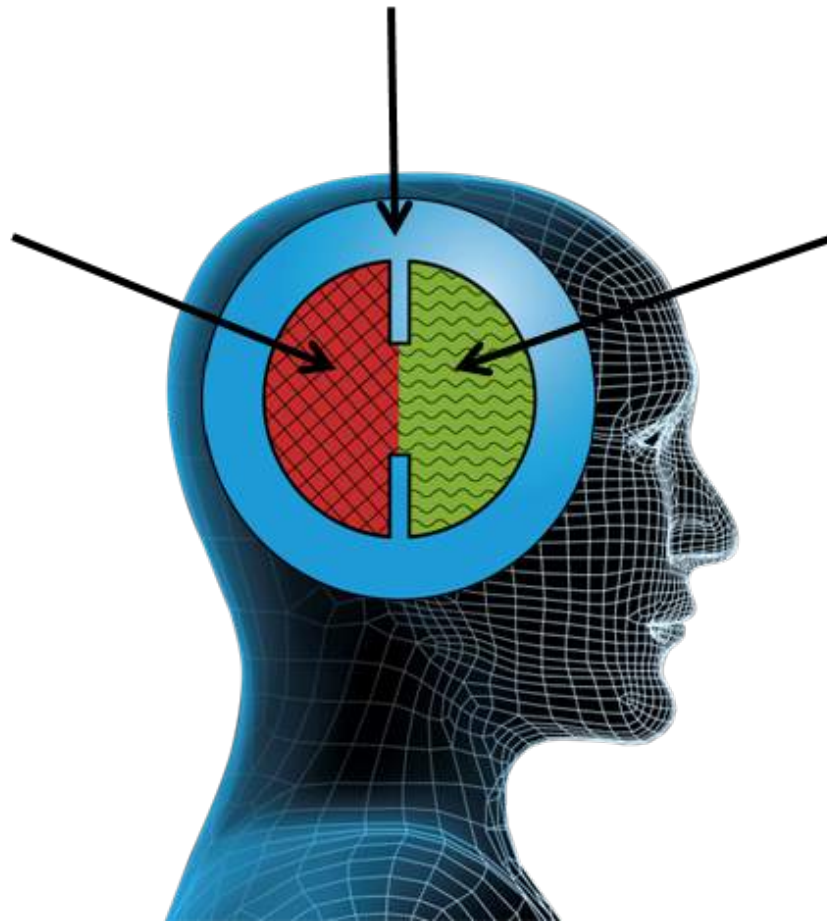
**spiritual intelligence**  
**whole brain**

**IQ**

**Intellectual intelligence**  
**left brain**

**EQ**

**emotional intelligence**  
**right brain**





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CARREIRA

# Já ouviu falar do CSO, o guru espiritual dos executivos?

Incomum no Brasil, a posição de CSO, um “guru espiritual” para o C-level da empresa, ganhou certa expressividade nos Estados Unidos. Conversamos com uma

Por **Camila Pati**  
🕒 27 fev 2015, 14h00

POPULAR

QUARTZ

OBSESSIONS

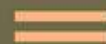
FOR ALL WHO SEEK

# Silicon Valley is hacking spiritual practices to boost productivity





O futuro  
aguarda  
robôs que  
irão imitar  
gente, não  
gente que  
imite robô



**ADEILDO NASCIMENTO**

PALESTRAS & WORKSHOPS

# OBRIGADO



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