



EMPREENDEDORISMO

&

Economia Criativa

com

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EMPREENDEDOR X NEGÓCIOS





EMPREENDER

A scenic landscape featuring rolling hills and a road. The foreground shows a paved road with a yellow double line down the center and white lines on the sides. The middle ground consists of green fields and a few trees. The background shows rolling hills under a cloudy sky. A large, semi-transparent yellow circle is overlaid on the center of the image, containing the text "Vida boa ou ralação?".

Vida boa ou ralação?

Mindset



**Sensibilidade com as
variáveis de mercado**

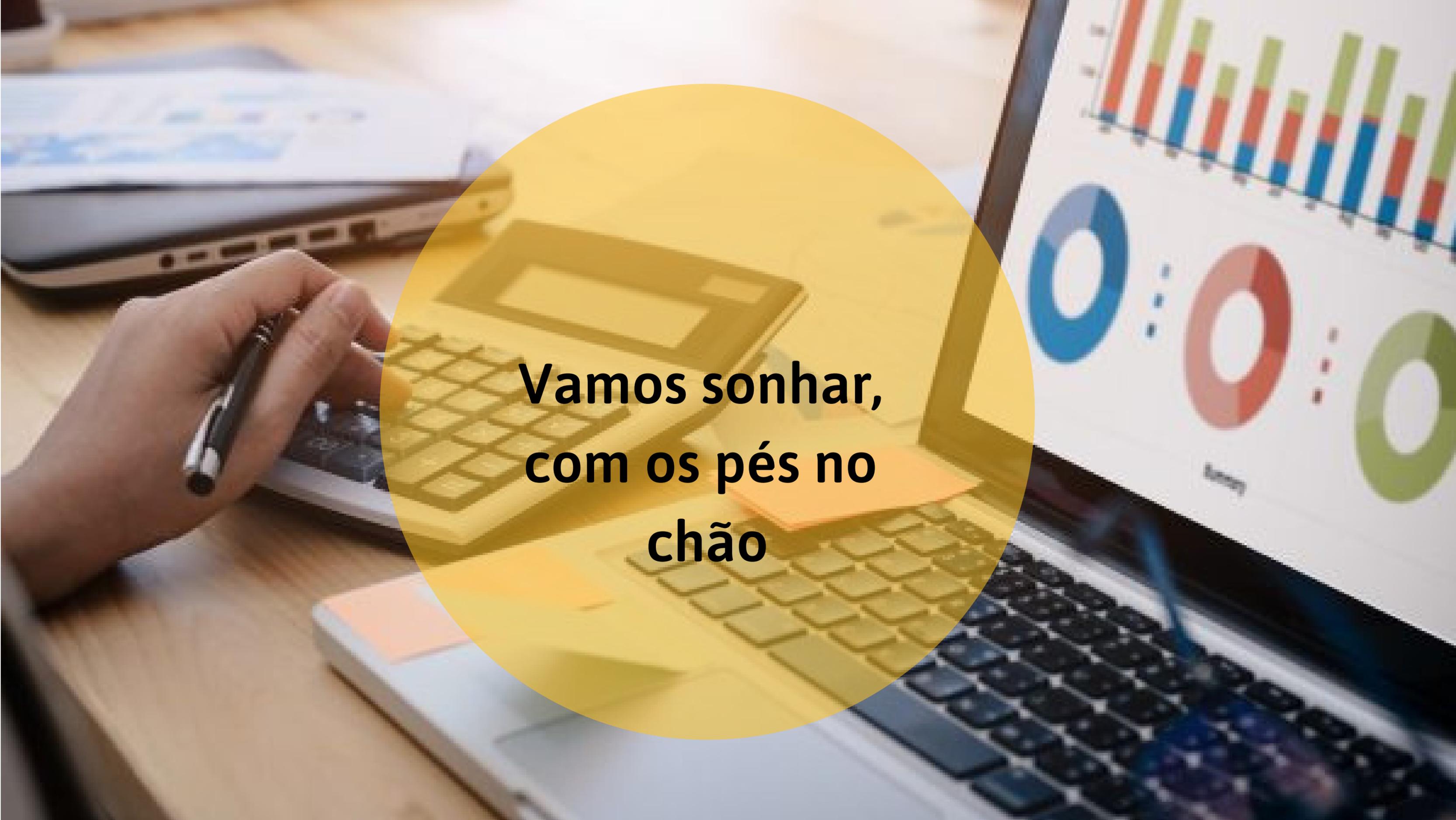


A circular yellow overlay is centered on the image, containing the text. The background shows several people's hands clinking champagne glasses at a bar. The glasses are filled with a bubbly beverage, and the scene is lit with warm, ambient lighting from the bar.

Qual é o êxito do meu cliente?



Problemas = Oportunidades

A person's hand is visible on the left, holding a pen over a laptop keyboard. The laptop screen on the right displays a dashboard with various charts, including a bar chart at the top and three donut charts below. A large, semi-transparent yellow circle is centered over the image, containing the text 'Vamos sonhar, com os pés no chão'. The background shows a desk with papers and another laptop.

**Vamos sonhar,
com os pés no
chão**



NEGÓCIOS



Escassez



Finanças

A woman with blonde hair, wearing a white long-sleeved shirt, is pointing her right hand towards a blue sticky note on a wall. The wall is covered with various colored sticky notes (yellow, blue, orange, red, green) containing handwritten text. In the background, a man in a dark suit is partially visible, looking towards the woman. A large, semi-transparent yellow circle is overlaid on the image, containing the text.

**Como está minha
visão de todo o
processo?**

A photograph of a shop interior, likely a confectionery or bakery. A man in a white short-sleeved shirt and a dark apron is leaning over a counter, smiling as he serves a customer. The customer, seen from the back, is wearing a light blue long-sleeved shirt and a red and white patterned headscarf. The counter is filled with large trays of small, round, golden-brown sweets. In the background, there are shelves with more sweets and a scale. A sign with Arabic text is visible on the wall. A large, semi-transparent yellow circle is overlaid on the center of the image, containing the text.

**Como amplio
minha escala de
valor?**



Time

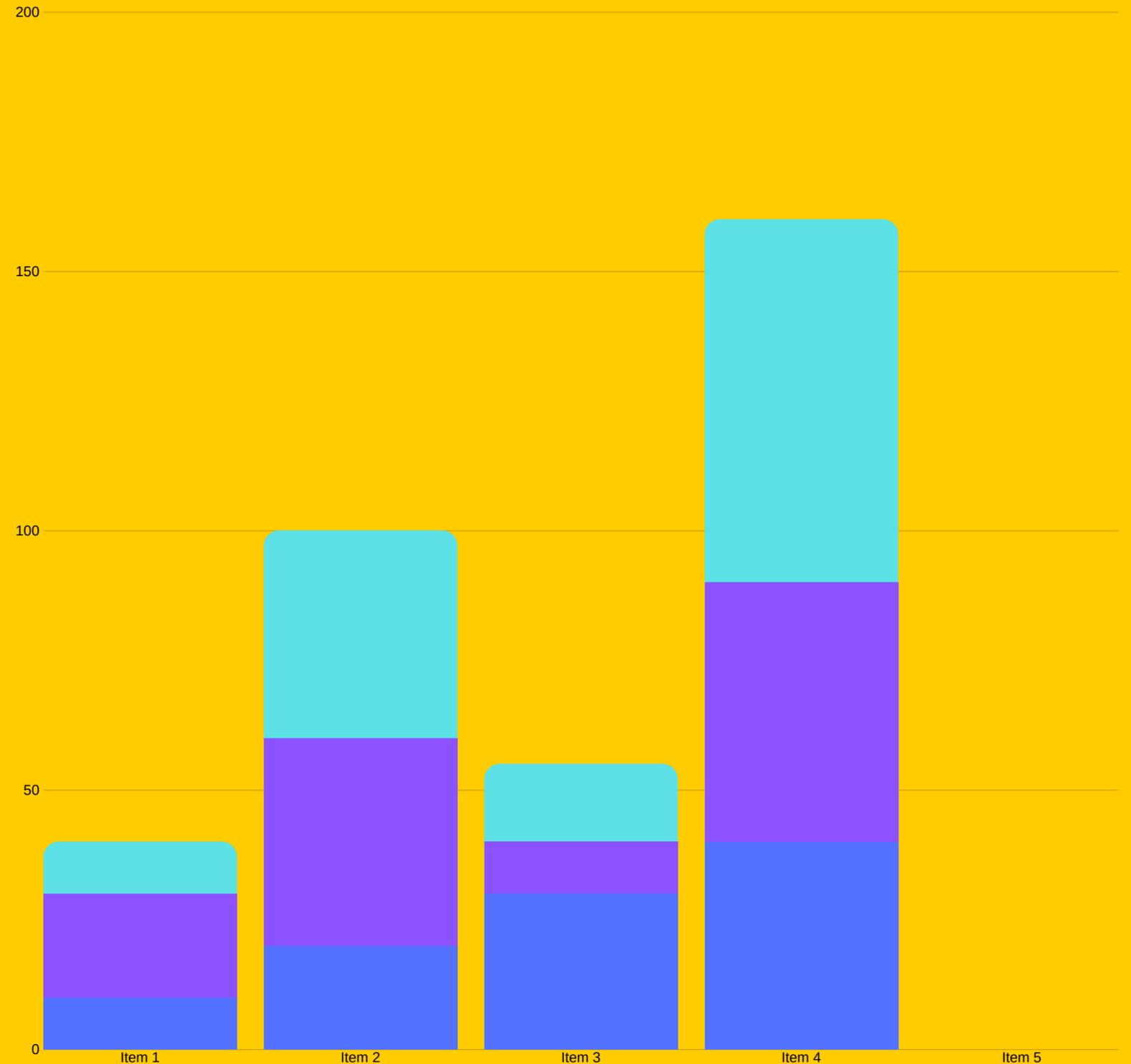
OKR - Objectives and Keys Results

O :

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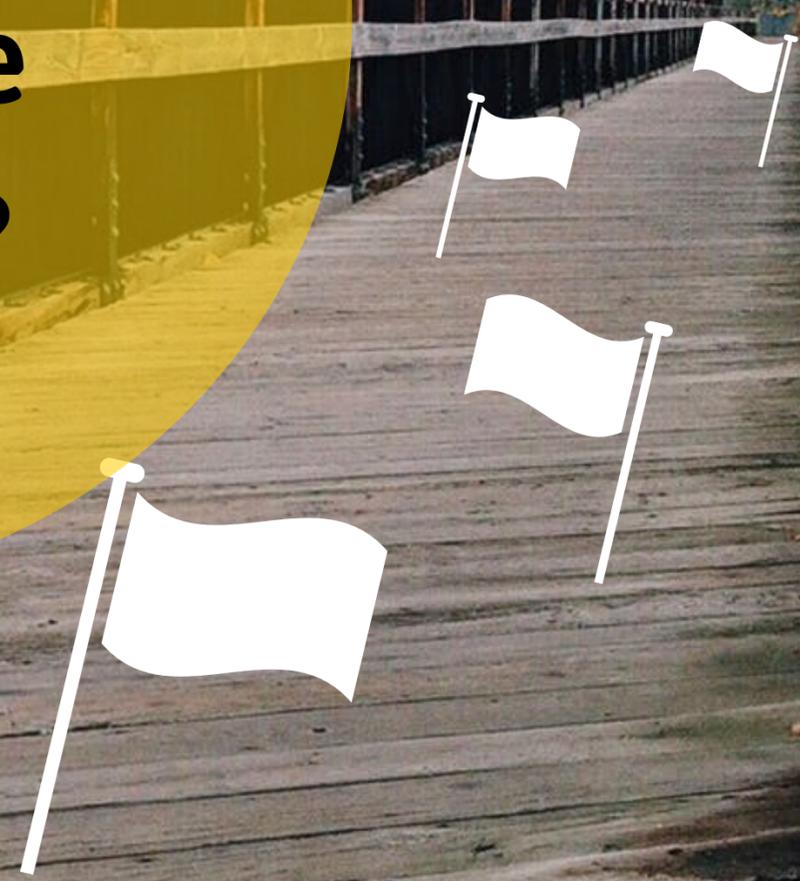
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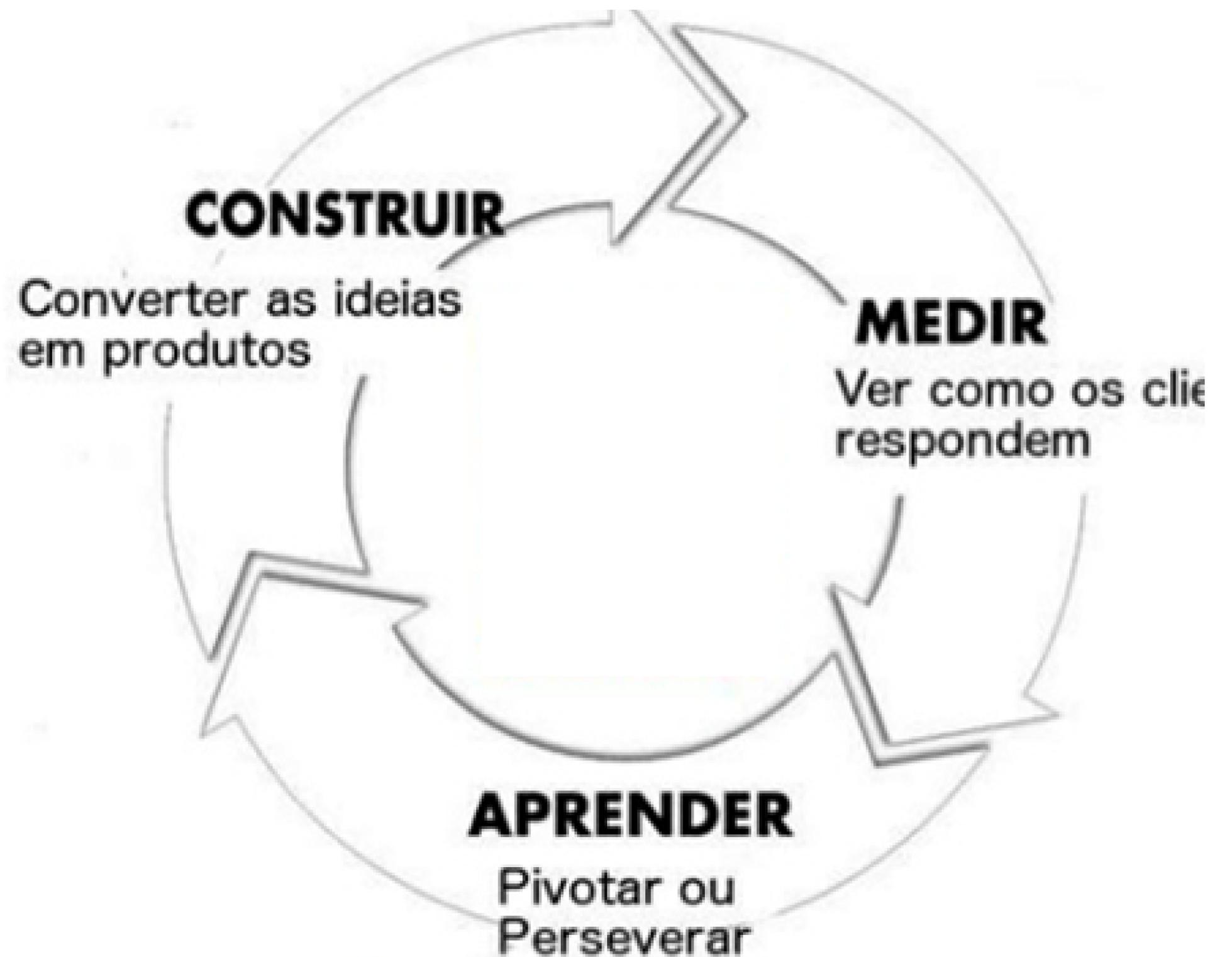
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A person wearing a blue and black striped beanie, a black hoodie, and black leggings stands on a wooden bridge, looking out over a body of water. The bridge has a black metal railing and a wooden deck. A large yellow circle is overlaid on the image, containing the text "Eu tenho algum milestone definido?" and three white flags on poles. The flags are positioned along the bridge's path, suggesting a journey or a series of milestones. A blue sign with the number "2.5" is visible on the bridge's structure.

**Eu tenho algum
milestone
definido?**





"Provavelmente o melhor livro de negócios já escrito." – *Forbes*



CRIATIVIDADE S.A.

SUPERANDO AS FORÇAS INVISÍVEIS
QUE FICAM NO CAMINHO
DA VERDADEIRA INSPIRAÇÃO

ED CATMULL

Presidente da **PIXAR ANIMATION** e **DISNEY ANIMATION**

COM AMY WALLACE

Pixar

**"VOCÊ NUNCA
IRÁ TROPEÇAR
NO INESPERADO
SE FICAR
SOMENTE COM
O QUE É
FAMILIAR."**

Ed Catmull



**E AI? É
POSSÍVEL?**



Obrigado