

A large iceberg floating in a blue ocean under a clear blue sky. The tip of the iceberg is visible above the water, while the much larger, jagged mass of the iceberg is submerged below the surface. The text is overlaid on the image.

# A inovação começa com um olho

**Alfredo Fedrizzi**

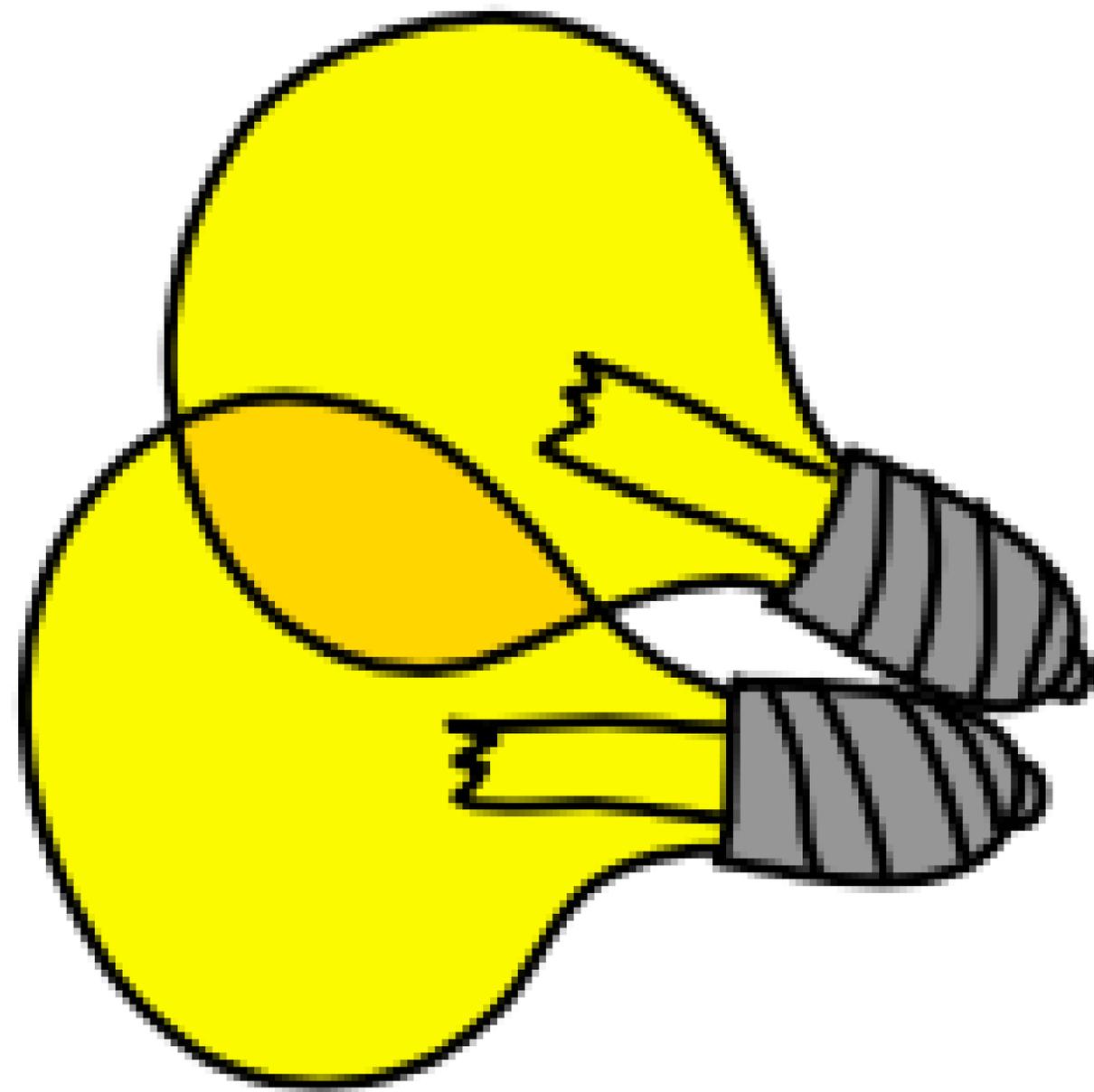
VP Federasul

Conselheiro de Empresas/IBGC

Desenvolvedor de negócios/Hyper Island

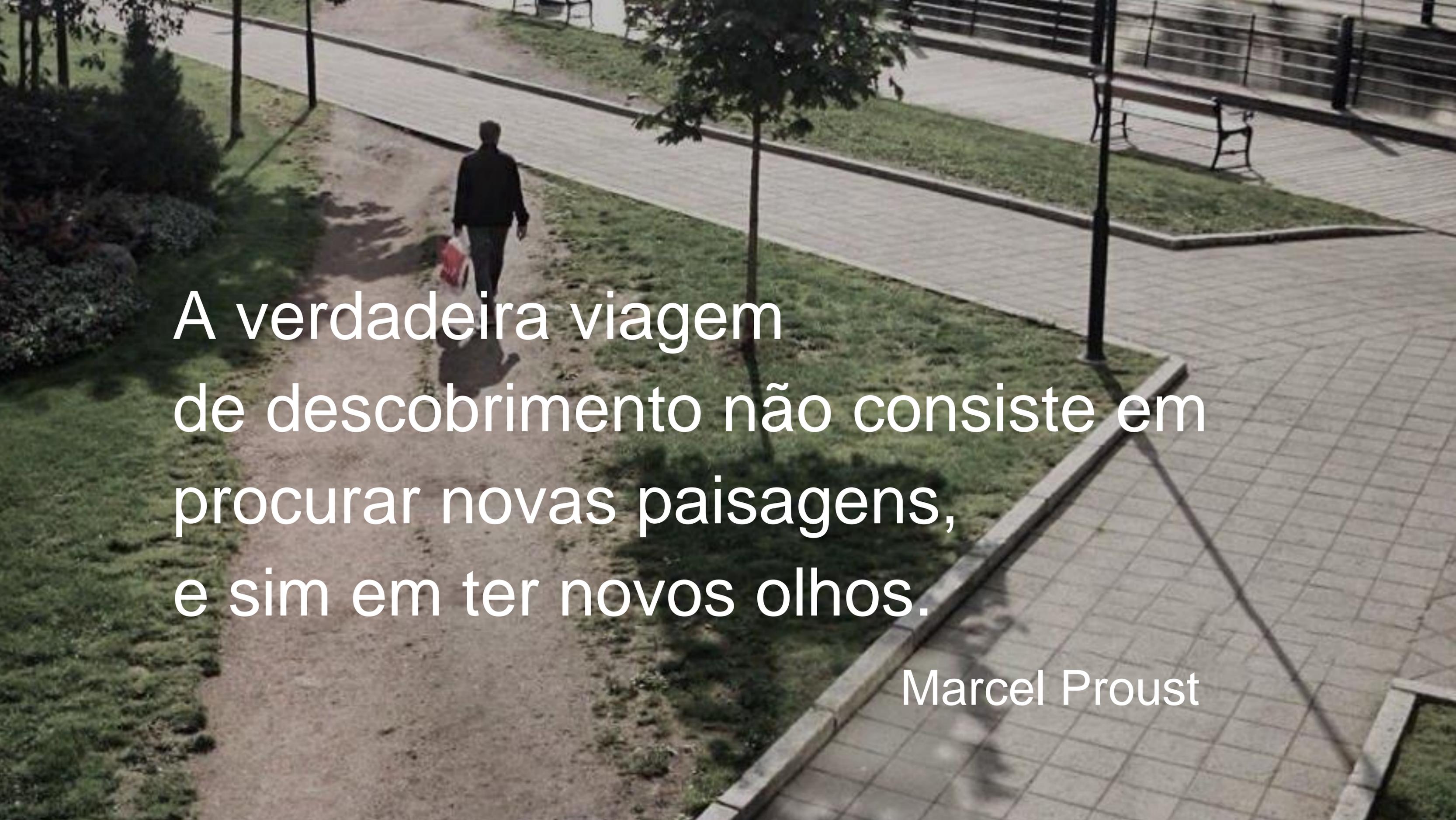
Consultor de transformação de negócios/Rainforest

**29/jan/2021**



Inovação é...  
ideas having sex

Matt Ridley

A high-angle, slightly blurred photograph of a person walking away from the camera on a paved path in a park. The person is wearing a dark jacket and dark pants, and is carrying a red and white bag. The path is bordered by green grass and a low concrete curb. In the background, there are trees, a bench, and a paved area. The overall scene is bright and sunny, with shadows cast on the path.

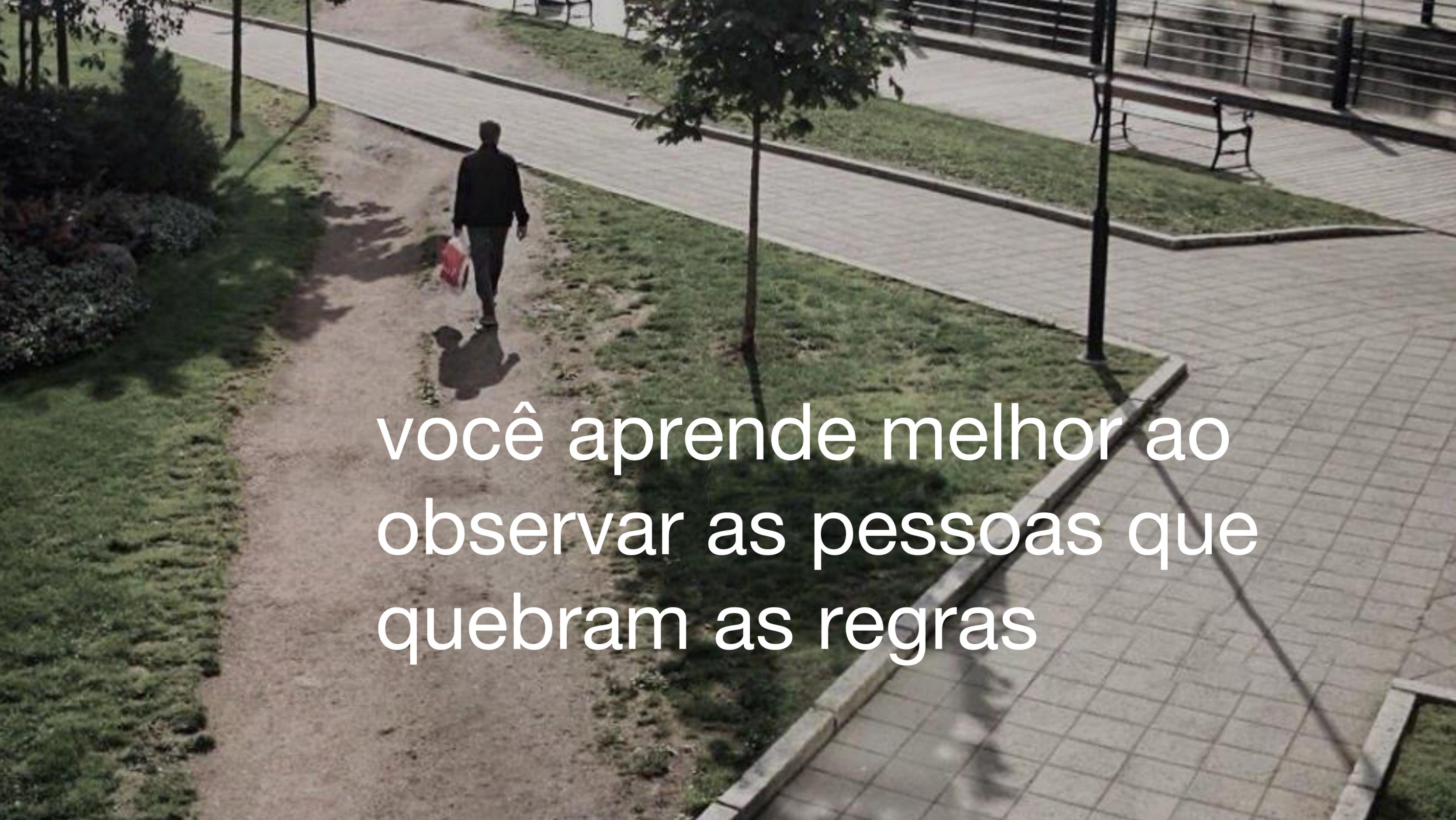
A verdadeira viagem  
de descobrimento não consiste em  
procurar novas paisagens,  
e sim em ter novos olhos.

Marcel Proust

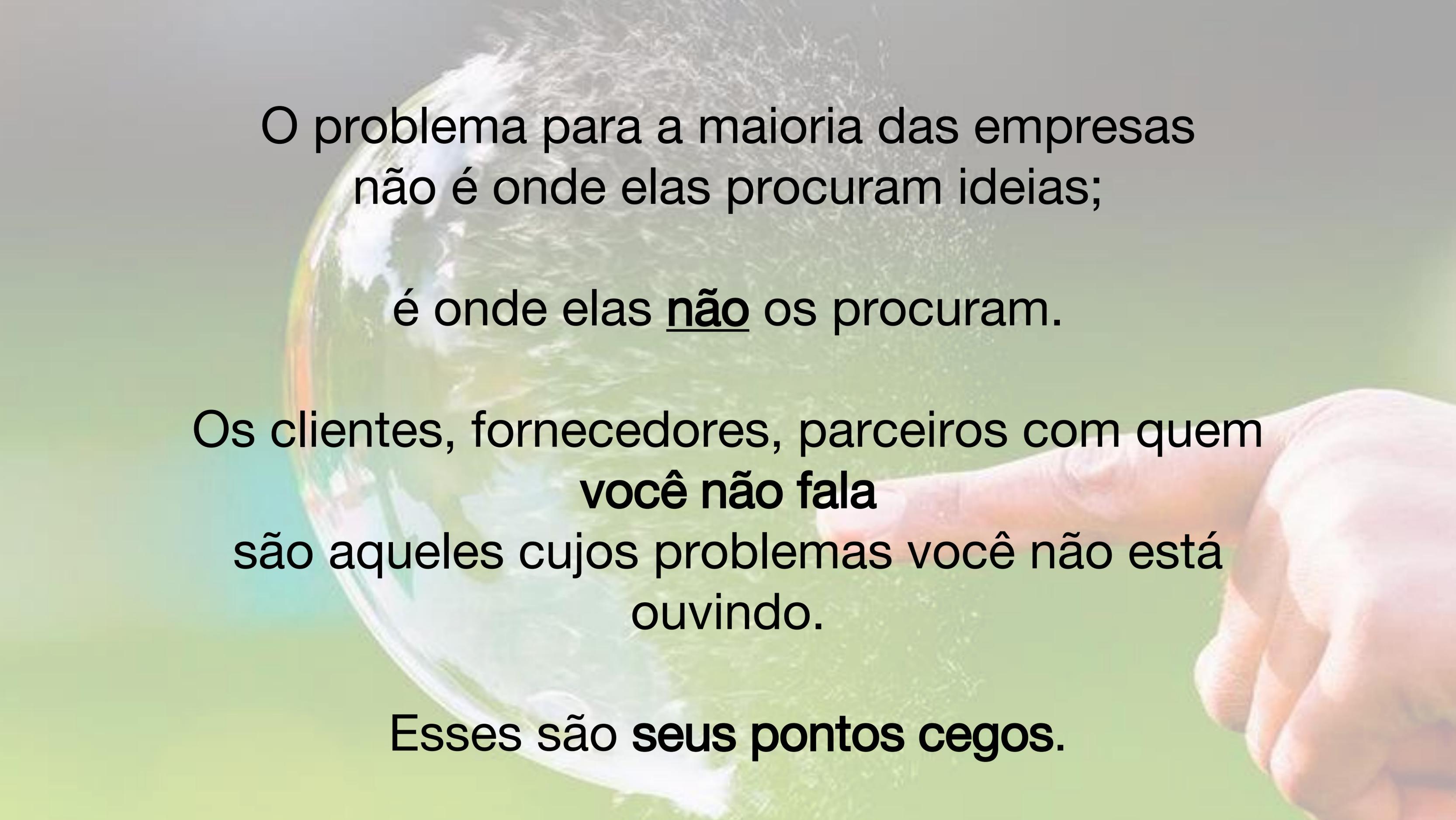


UX

Design

A high-angle, slightly blurred photograph of a person walking away from the camera on a dirt path in a park. The person is wearing a dark jacket and pants, and is carrying a red bag. To the right of the path is a paved walkway with a bench and a young tree. The background shows more park features like a fence and trees. The overall scene is bright and sunny.

você aprende melhor ao  
observar as pessoas que  
quebram as regras

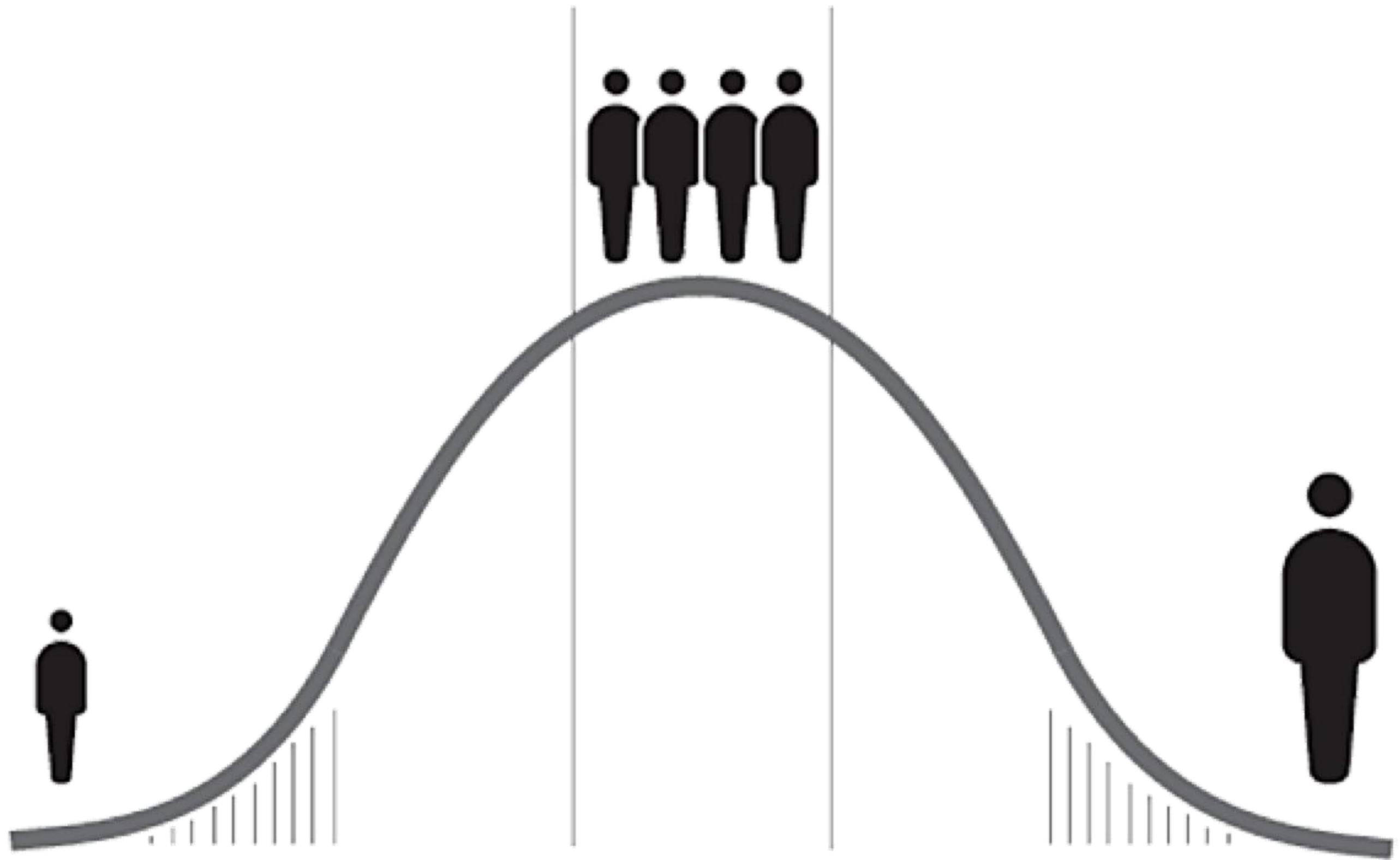
A hand is shown holding a transparent globe of the Earth. The globe is positioned on the left side of the frame, and the hand is on the right. The background is a soft, out-of-focus green. The text is overlaid on the image in a clean, black, sans-serif font.

O problema para a maioria das empresas  
não é onde elas procuram ideias;

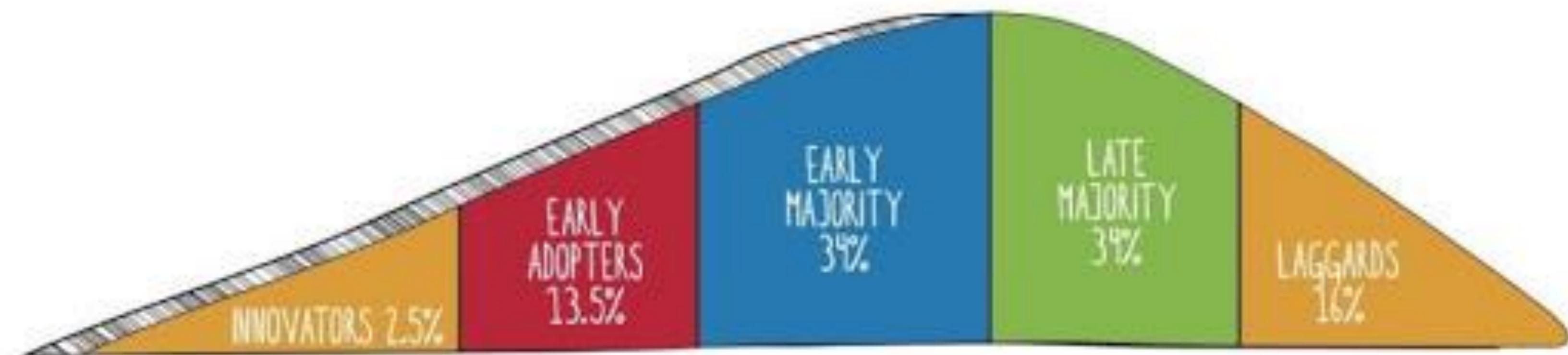
é onde elas não os procuram.

Os clientes, fornecedores, parceiros com quem  
**você não fala**  
são aqueles cujos problemas você não está  
ouvindo.

Esses são **seus pontos cegos.**

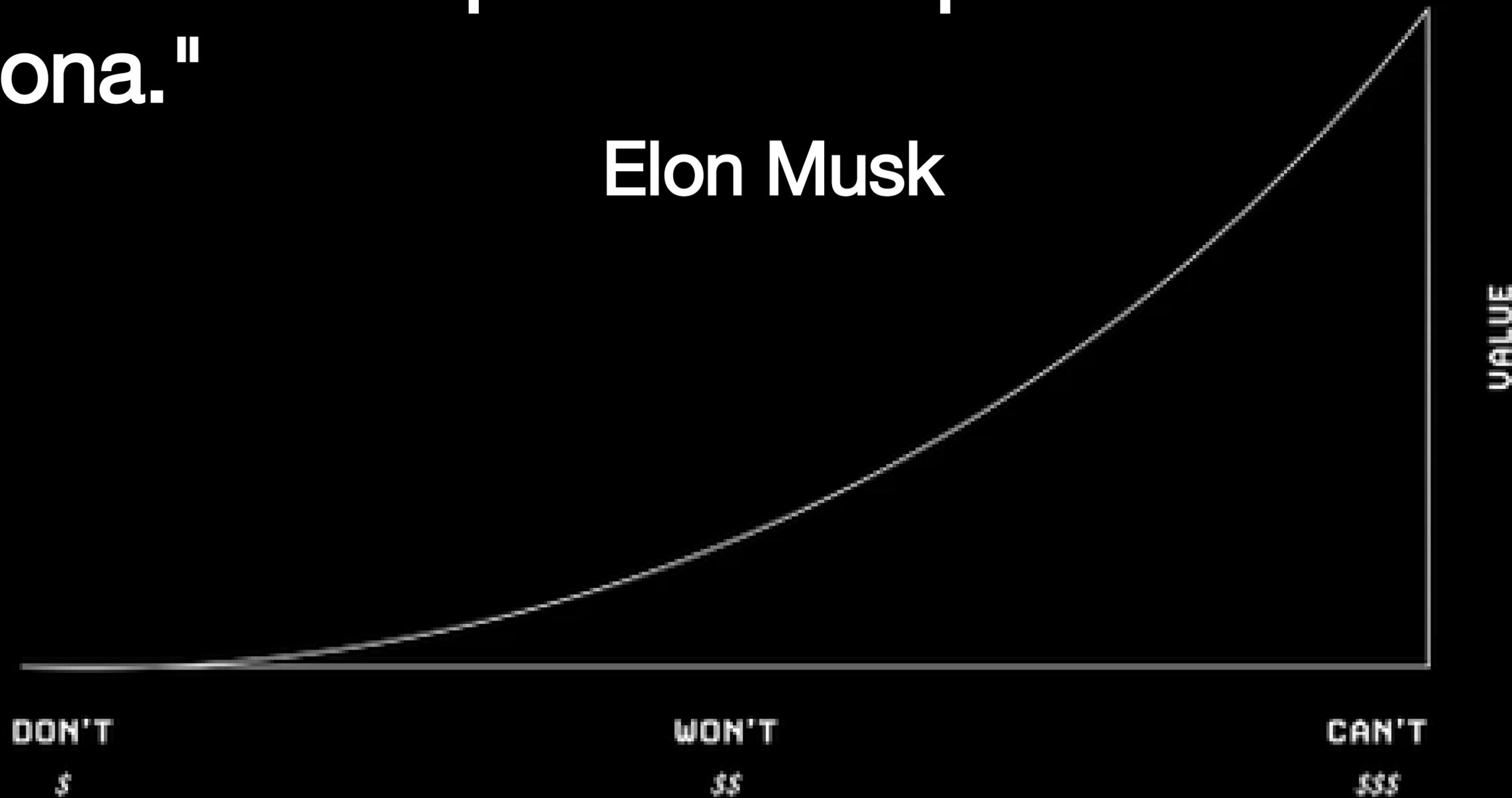


# DIFFUSION OF INNOVATION MODEL



"Você é pago na proporção direta à dificuldade dos problemas que soluciona."

Elon Musk



**Pessoas  
Normais**

**Anarquistas**

**Rockabilies**

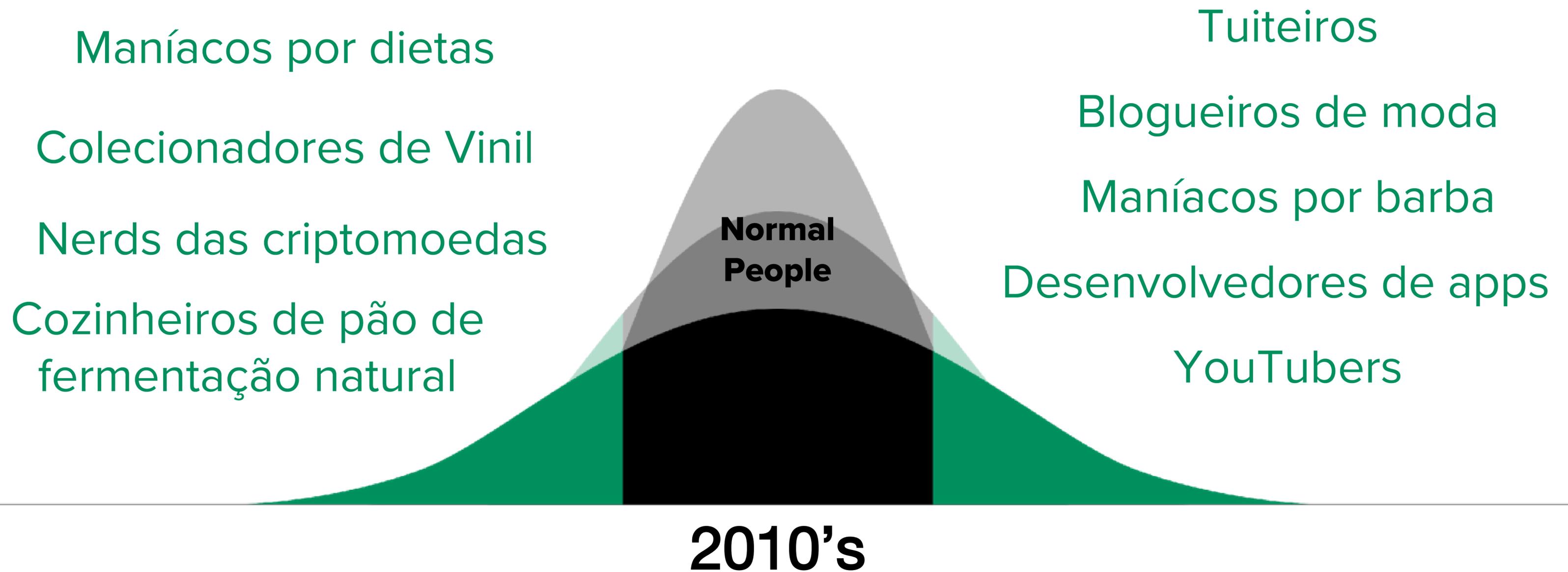
**Anos 50**

From "We Are All Weird" by Seth Godin



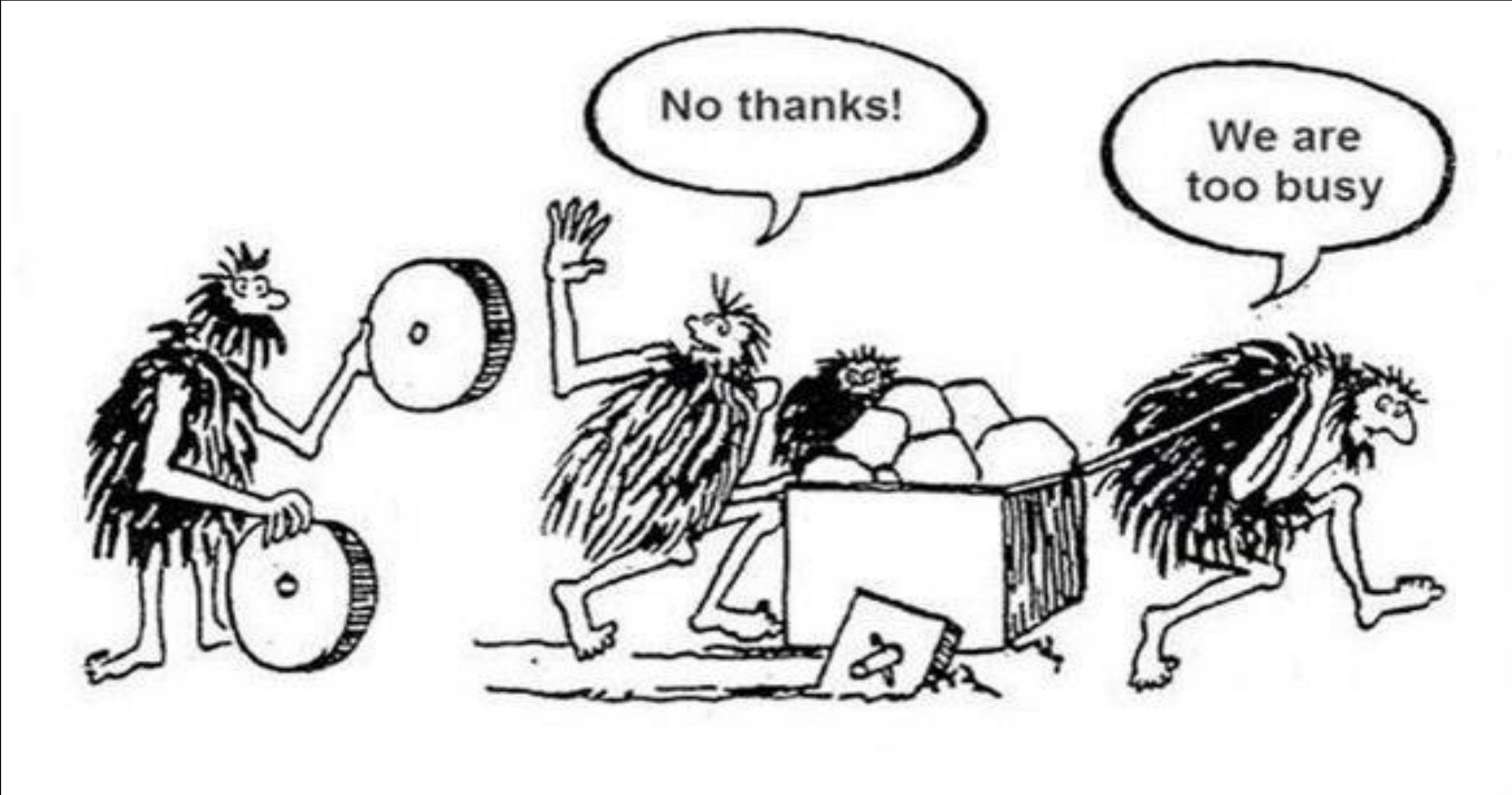
**Anos 70**

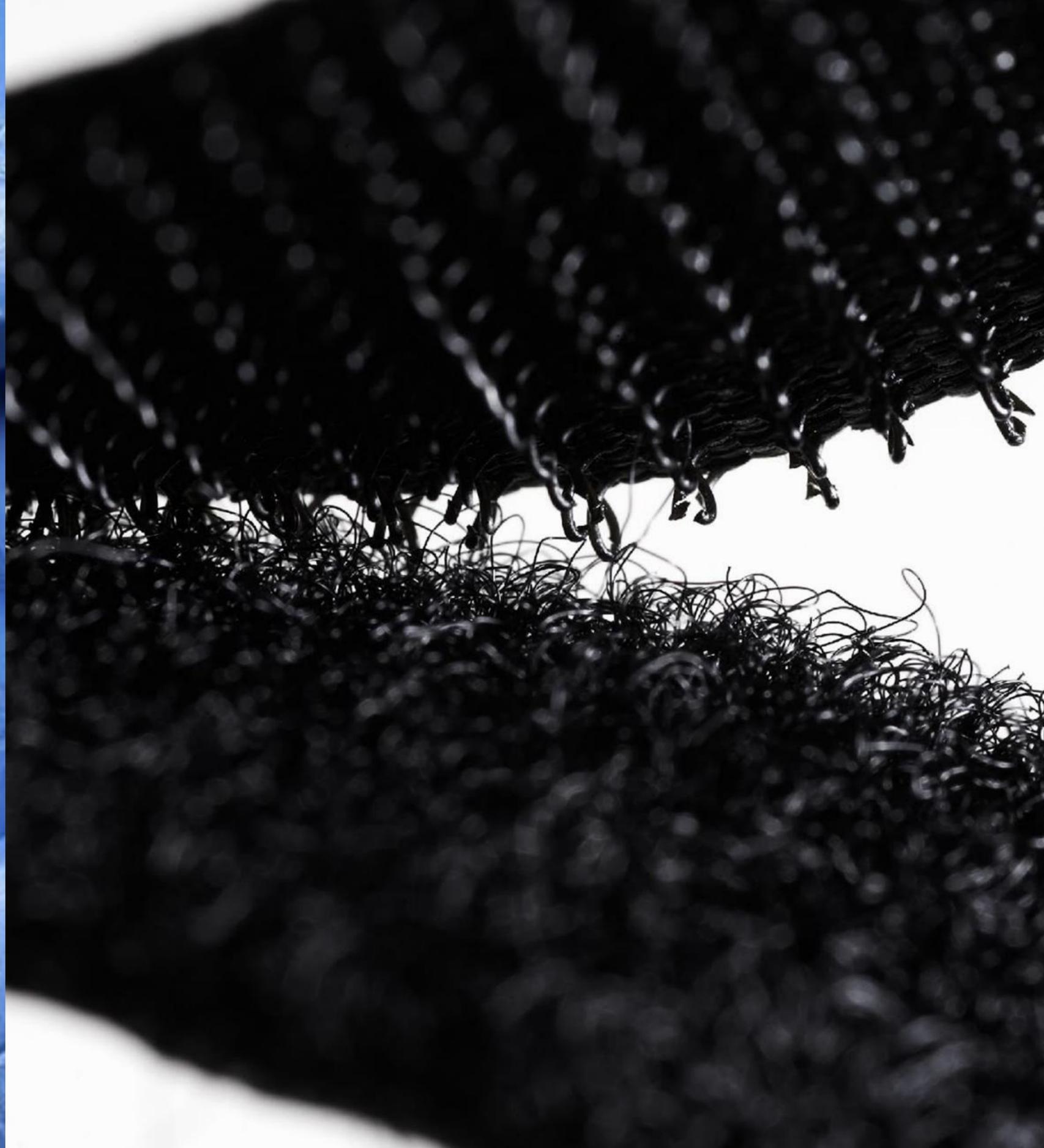
From "We Are All Weird" by Seth Godin



- 
- A bell curve graphic is centered on the page. The curve is filled with a light green color and has a darker grey shadow underneath it. The curve is wider at the base and tapers towards the top. Four steps are overlaid on the curve, each corresponding to a number and a text description. The steps are arranged from bottom to top, following the curve's shape.
- 1. Comece pelos extremos & pequenos problemas**
  - 2. Co-criar com os primeiros usuários**
  - 3. Conectar o desconectado**
  - 4. Criar valor onde não existisse**

# STATUS QUO









Think different.

A middle-aged man with short, graying hair is smiling broadly at the camera. He is wearing a black t-shirt with white text. The text on the t-shirt reads "Fall in love with the problem" in white, and "Not the solution." in black on a yellow rectangular background. He is sitting at a table in what appears to be a cafe or restaurant, with a yellow chair back visible behind him. In the background, there are shelves with various items and other people seated at tables. A glass of beer is visible on the table in the foreground to the right.

Fall in love with  
the problem

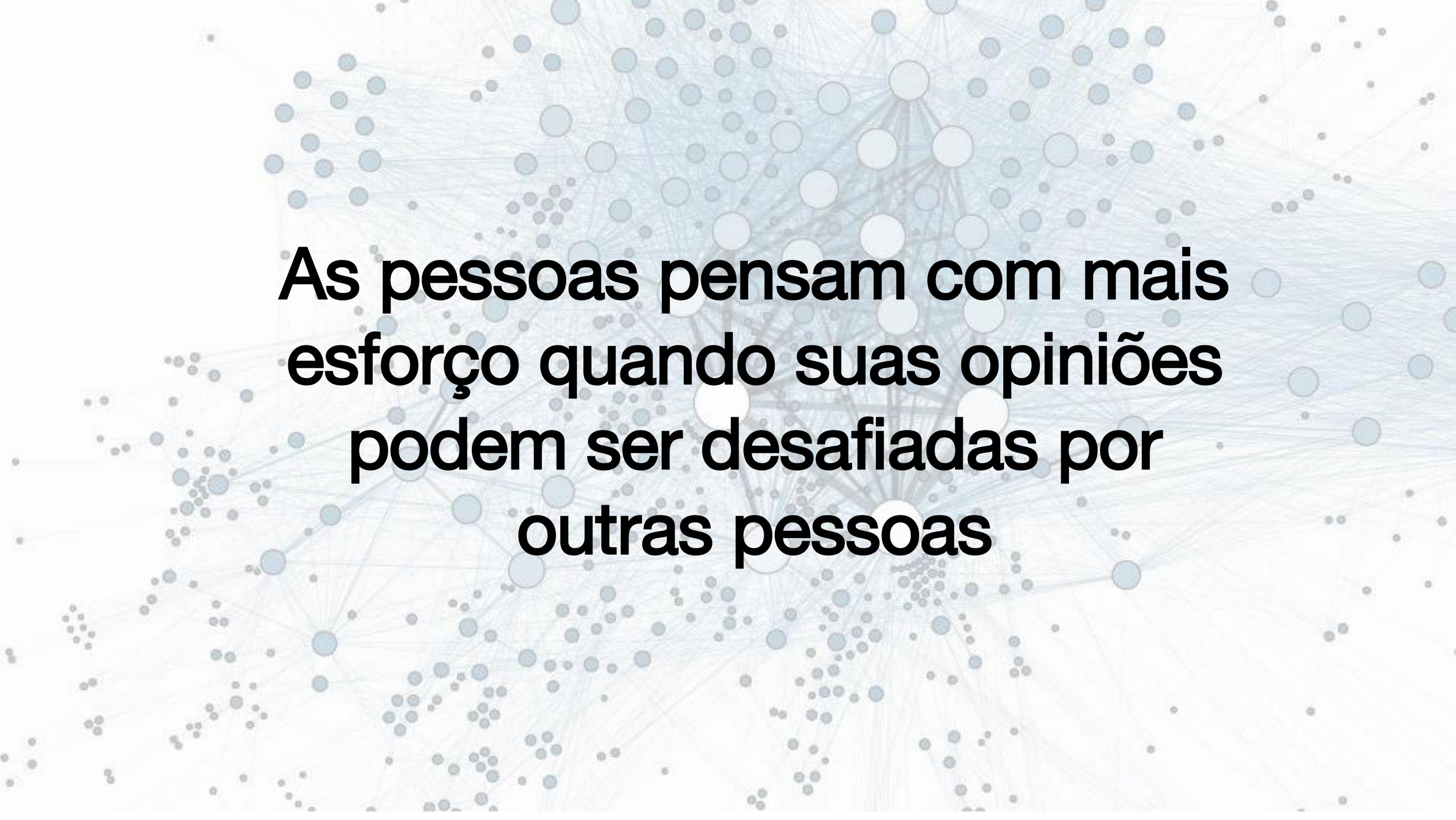
Not the solution.



**Sathya Nadella, CEO Microsoft**

“Toda vez que alguém tem uma ideia, chamamos de hipótese.

Aí vamos testá-la, ver se é válida e analisar com que rapidez podemos implantá-la.”

A background of a complex network graph with numerous nodes and connecting lines, rendered in light blue and white tones. The nodes vary in size, and the lines are thin and light-colored, creating a dense, interconnected pattern.

**As pessoas pensam com mais  
esforço quando suas opiniões  
podem ser desafiadas por  
outras pessoas**



# PRINCIPLES

## RAY DALIO

*"Ray Dalio has provided me with invaluable guidance and insights that are now available to you in Principles."*

**—BUZZ GARDNER**

*"I found it to be truly extraordinary. Every page is full of so many principles of distinction and insight—and I love how Ray incorporates his history and his life in such an elegant way."*

**—JANE FONDA**

Toys

This article is more than 4 years old

## Barbie finally becomes a real woman - with a more realistic figure

Mattel says new and varied range of hair, face and body will promote healthy and realistic self-image so that girls can 'find a doll that speaks to them'

Hannah Ellis-Petersen

Thu 28 Jan 2016 16.41 GMT



4,156 491



▲ Barbie will come in a new range of dolls with differing body types, hair, outfits and skin tones.

With her tiny waist, stick thin legs and petite frame, the Barbie doll has been accused of promoting an unhealthy body image for over five decades. But now, in her biggest update since 1959, it's out with the skeletal frame and thigh gap, and in with the curvy hips and thighs as the

## The first hijabi Barbie is here - but who are the other 'Sheroes'?

Mattel has added a 10th doll to its line inspired by real-life women who have broken boundaries, inspired girls and played with Barbies as children



Lucy Mangan

@LucyMangan

Tue 14 Nov 2017 16:34 GMT



1,721



▲ Olympic fencer Ibtihaj Muhammad with her Shero Barbie. Composite: Reuters

**A**s Bonnie Tyler would no doubt be singing in this new Weinstein-hammering, Louis CK-toppling, boundary-resetting age - I need a shero! And, such is this new, Weinstein-hammering, Louis CK-toppling, boundary-resetting age, I have one. Several, in fact, courtesy of Mattel's line of **Shero Barbies**. The company has just unveiled its 10th doll in the collection designed to create a fuller representation of humanity and offer greater aspirations to its impressionable young customers. None of whom - it has long been noticed - will grow up to





**PARA ME CONDUZIR COMO TODO MUNDO**

to conduct myself like everyone else



“

Diversidade é ser  
convidada para festa...

**INCLUSÃO** é ser  
chamada para dançar

Verna Myers  
VP Inclusion Strategy - Netflix

# 5 MINDSET DE INOVAÇÃO

COLABORAÇÃO

COL

CRIATIVIDADE

CRI

CORAGEM

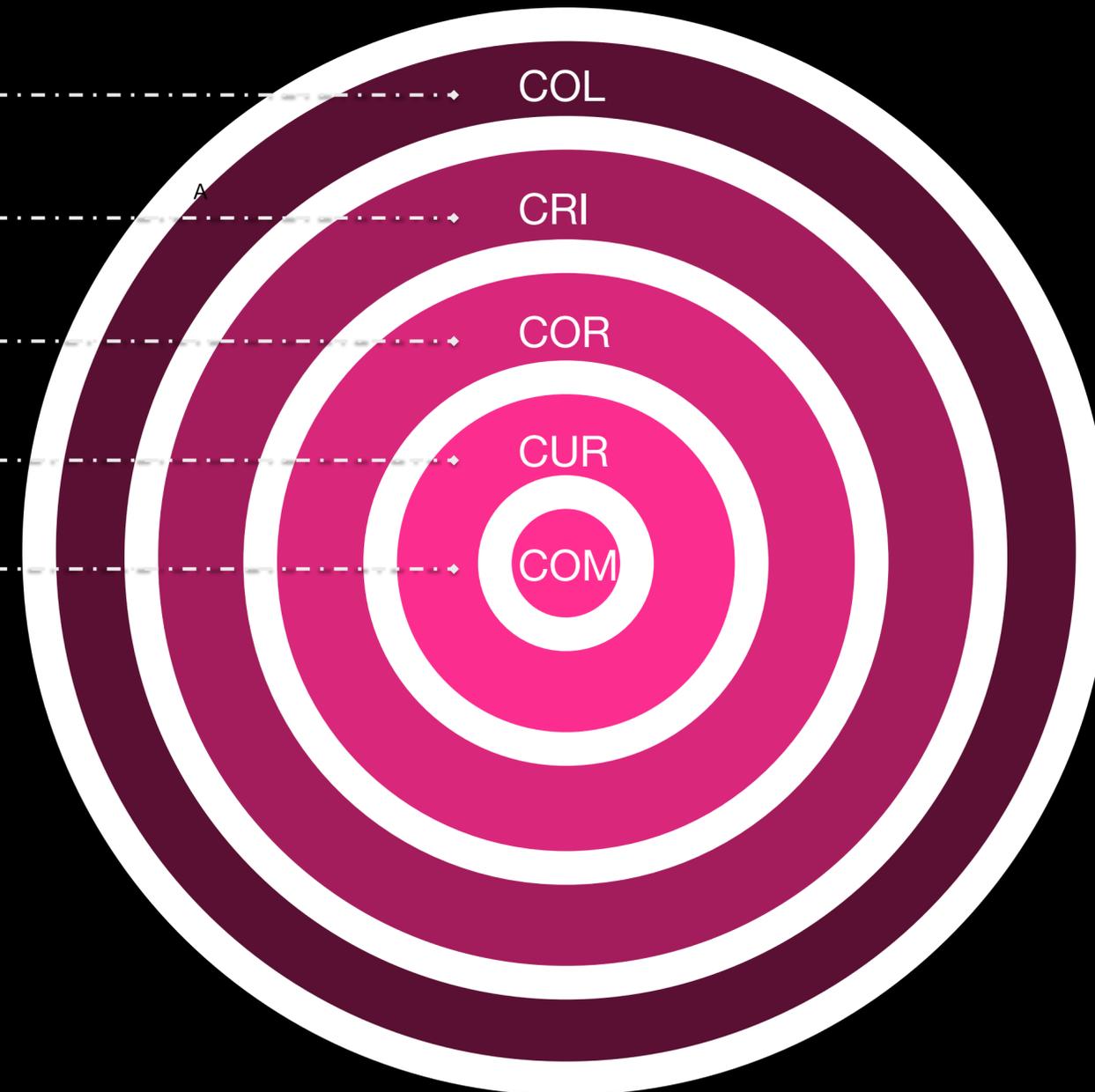
COR

CURIOSIDADE

CUR

COMPAIXÃO

COM





**Simon Lea**

about 4 years ago



Help needed. For those that don't know I work for Asda Living. I am going to be opening my Cheetham Hill store an hour early each Saturday to create a quiet hour. This hour is going to be tailored towards individuals with autism and any customers that are in any way disabled or have restrictive access. I am trying to create a less stressful, quieter shopping experience. Eg no music playing, no tannoy announcements, no TVs on, no clutter around the store, no escalators running, etc. I am going to be having the media in store and am looking for some volunteers to help me design my store to be suitable and have some pictures taken for the paper. If anyone knows or has anyone with autism or any disabilities that would like to help I would really appreciate it. Comment here or message me, thank you  
[#raiseawareness](#)







**HYPER ISLAND**



# 'QUIET HOUR' de ASDA

Para clientes com autismo. Uma ideia tão boa que foi replicada em outras 8 redes.



# Quieter Hour

Every Saturday  
9am - 10am



We are making all stores a calmer and quieter environment every Saturday between 9am - 10am



## Sainsbury's leads the UK's supermarkets in pledging support to Autism Hour

[News](#) > [UK](#) > [Home News](#)

# Tesco trialling a 'quiet hour' to help autistic customers do their shopping

'The often busy, loud and unpredictable environment of supermarkets can be disorientating and overwhelming,' says National Autistic Society spokesperson

Maya Oppenheim, Katie Forster | [@mayaoppenheim](#) | Sunday 12 February 2017 18:15 GMT | [5 comments](#)



[Like](#) Click to follow The Independent Online



# Shhh...

## Autism Quiet Hour



To accommodate the needs of our shoppers with Autism, temporary changes have been made within store during this hour.

Please ask at Customer Services for more details.

**Saturdays  
9-10am**

**TESCO**



**Autism Parent Empower**  
A NEW GENERATION STARTS NOW

# Sainsbury's trials new relaxed lane for people who need more time at the checkout

 **Lisa Bowman** Wednesday 13 Jun 2018 4:54 pm



(Pictures: Twitter @MichelleMillrx/PA)



# 5 MINDSET DE INOVAÇÃO

COLABORAÇÃO

COL

CRIATIVIDADE

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CORAGEM

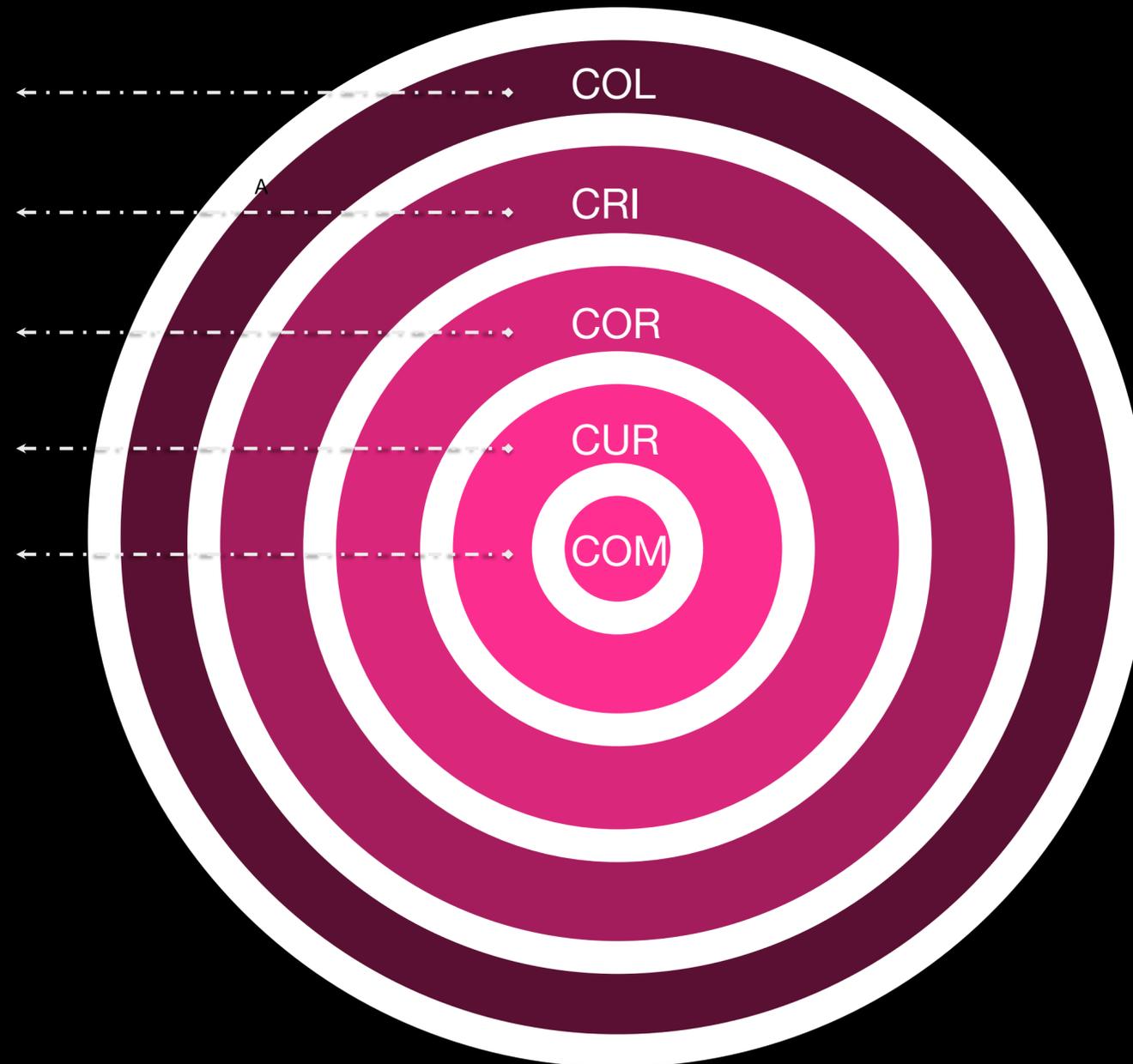
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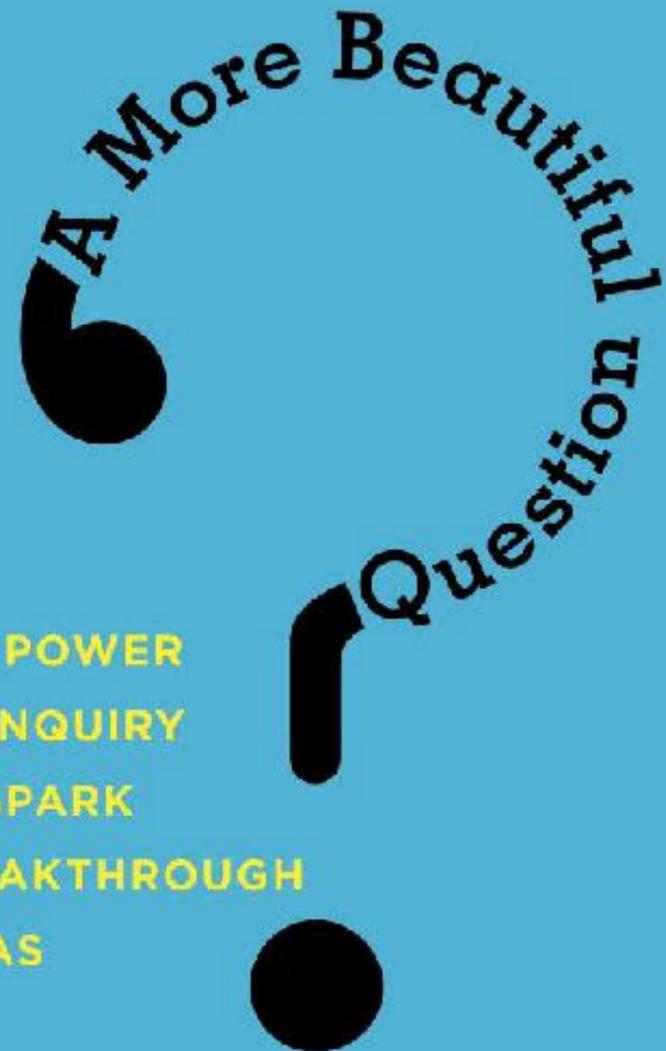
COMPAIXÃO

COM



"Deep and challenging and useful."  
—SETH GODIN

"Thoughtful, provocative."  
—DANIEL PINK



THE POWER  
OF INQUIRY  
TO SPARK  
BREAKTHROUGH  
IDEAS

WARREN BERGER

# NEOTENY

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“...nos tornar, ‘neotenous’ (neoteny, a **retenção de atributos das crianças** na vida adulta).

Redescobrir a ferramenta que as crianças usam nos primeiros anos: a pergunta!

Joichi Ito: '**Você não aprende, a menos que questione**'."

# UMA PERGUNTA MAIS BELA

... Por que deveria  
pagar estas  
multas?



# UMA PERGUNTA MAIS BELA



... Por que deveria pagar estas multas?

Reed Hastings

NETFLIX



HYPER ISLAND

# UMA PERGUNTA MAIS BELA



... Por que  
estamos apenas  
alugando os  
filmes e shows?

Que tal se  
criássemos  
também?



# UMA PERGUNTA MAIS BELA

... Por que esperar  
uma semana pela  
foto?



Edwin Lan/POLAROID



# UMA PERGUNTA MAIS BELA

... Por que você  
deveria ficar  
sem cama se eu  
tenho um  
colchão de ar  
extra?



# UMA PERGUNTA MAIS BELA

... Por que você  
deveria ficar  
sem cama se eu  
tenho um  
colchão de ar  
extra?



# UMA PERGUNTA MAIS BELA

... Por que os jogadores não estão fazendo mais xixi?



Robert Cade/GATORADE





CREATIVITY

# Research: 83% of Executives Say They Encourage Curiosity. Just 52% of Employees Agree.

by [Spencer Harrison](#), [Erin Pinkus](#), and [Jon Cohen](#)

SEPTEMBER 20, 2018

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DANAS JURGELEVICIUS/GETTY IMAGES

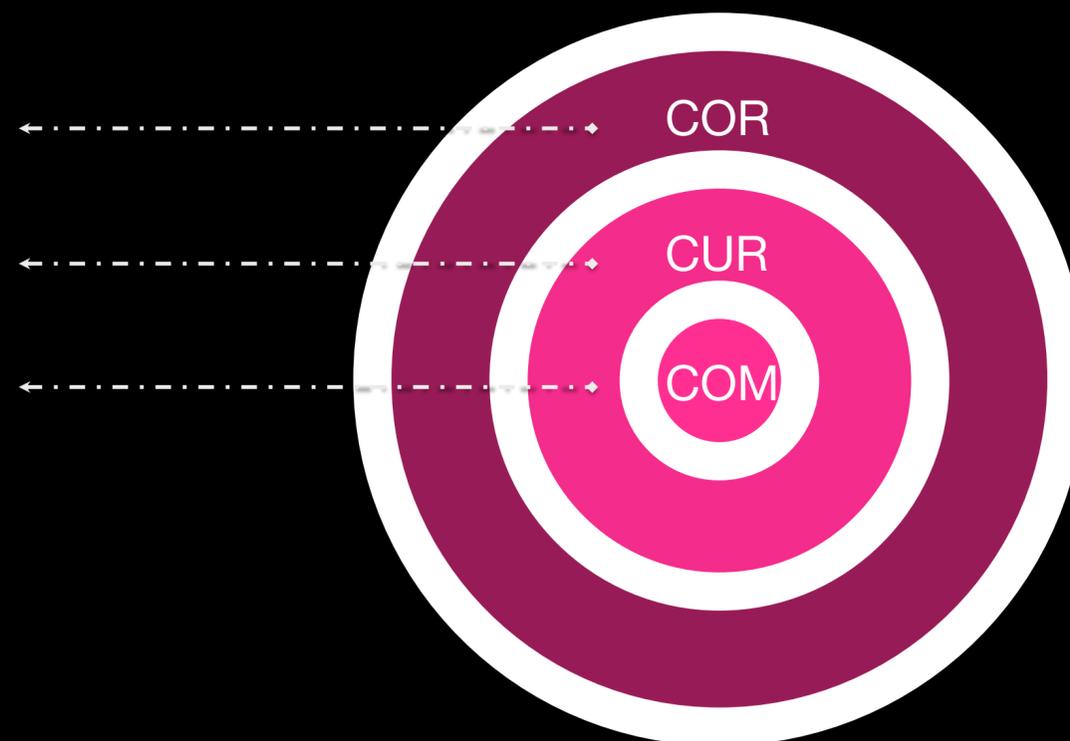
Curiosity is experiencing a “Gold Rush” moment. Books, university classes, and research are popularizing the power of curiosity.

# CORAGEM

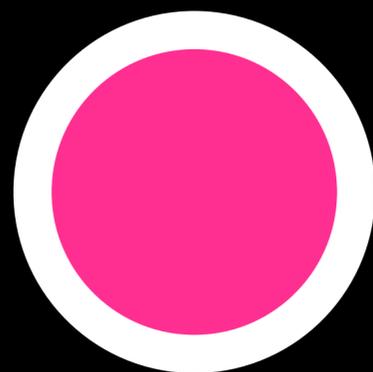
CORAGEM

CURIOSIDADE

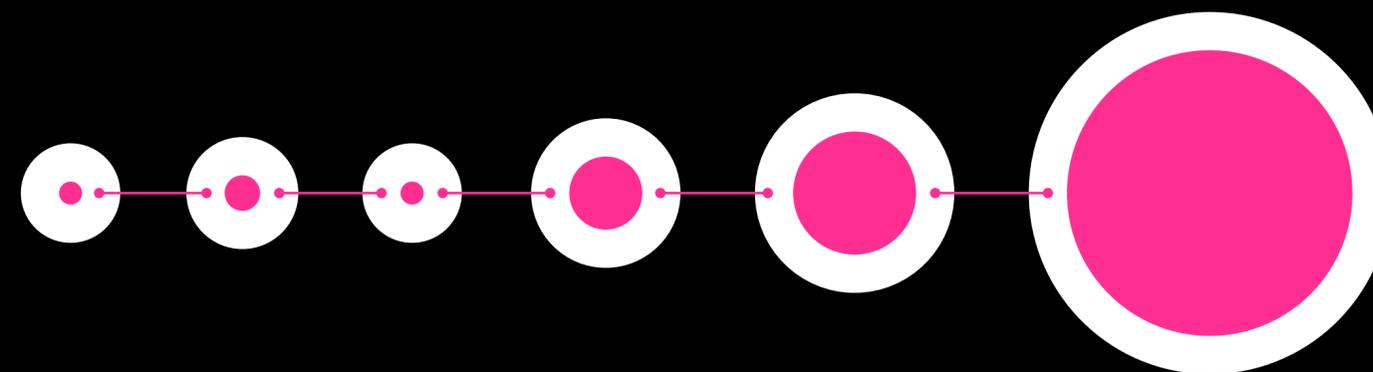
COMPAIXÃO



# AS 2 CARAS DA CORAGEM



SONHE GRANDE



COMECE PEQUENO



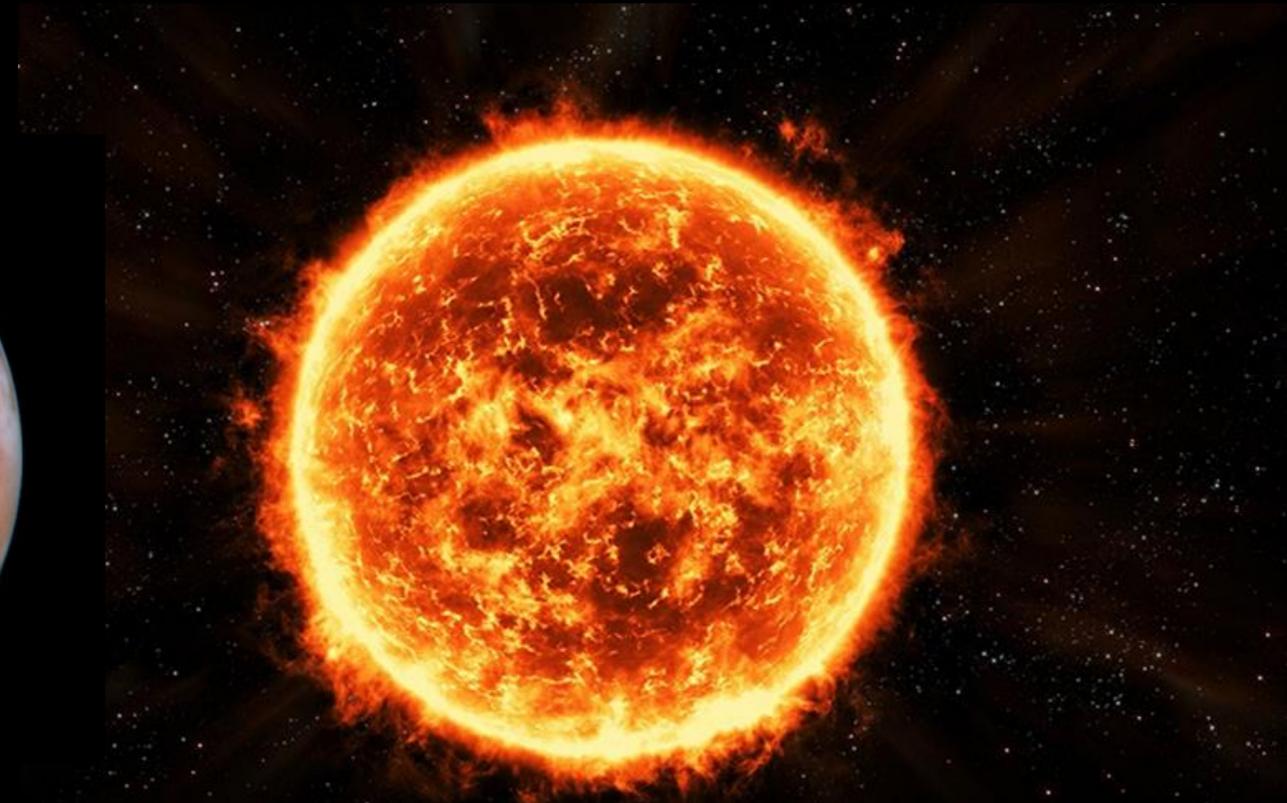
“Os meus ganhos da venda da PayPal foram de USD 180 milhões.

Eu investi USD 100 milhões na SpaceX, 70 milhões na Tesla e 10 milhões na Solar City.

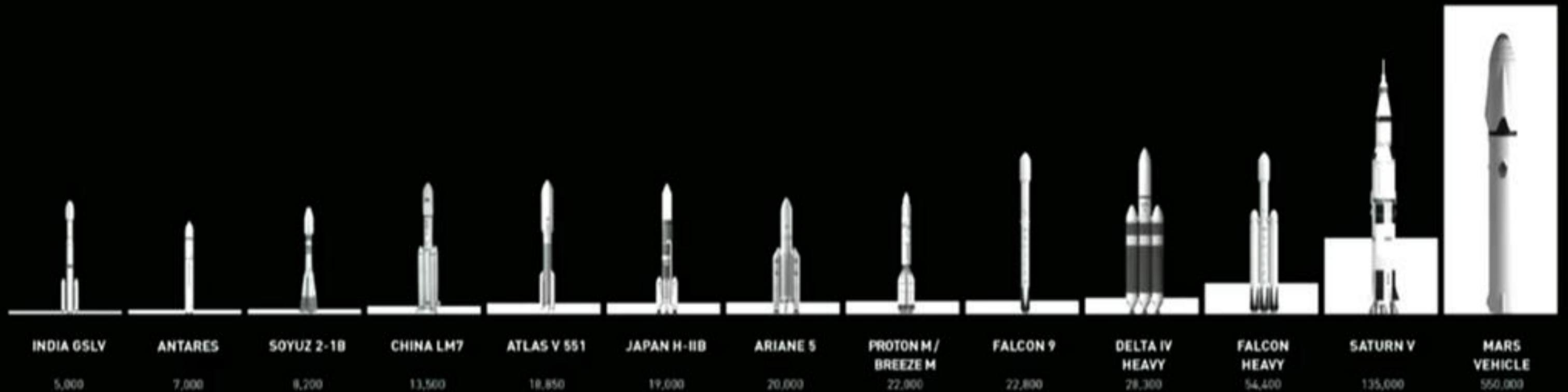
Precisei pedir dinheiro emprestado para pagar o aluguel.”

**Elon Musk`**

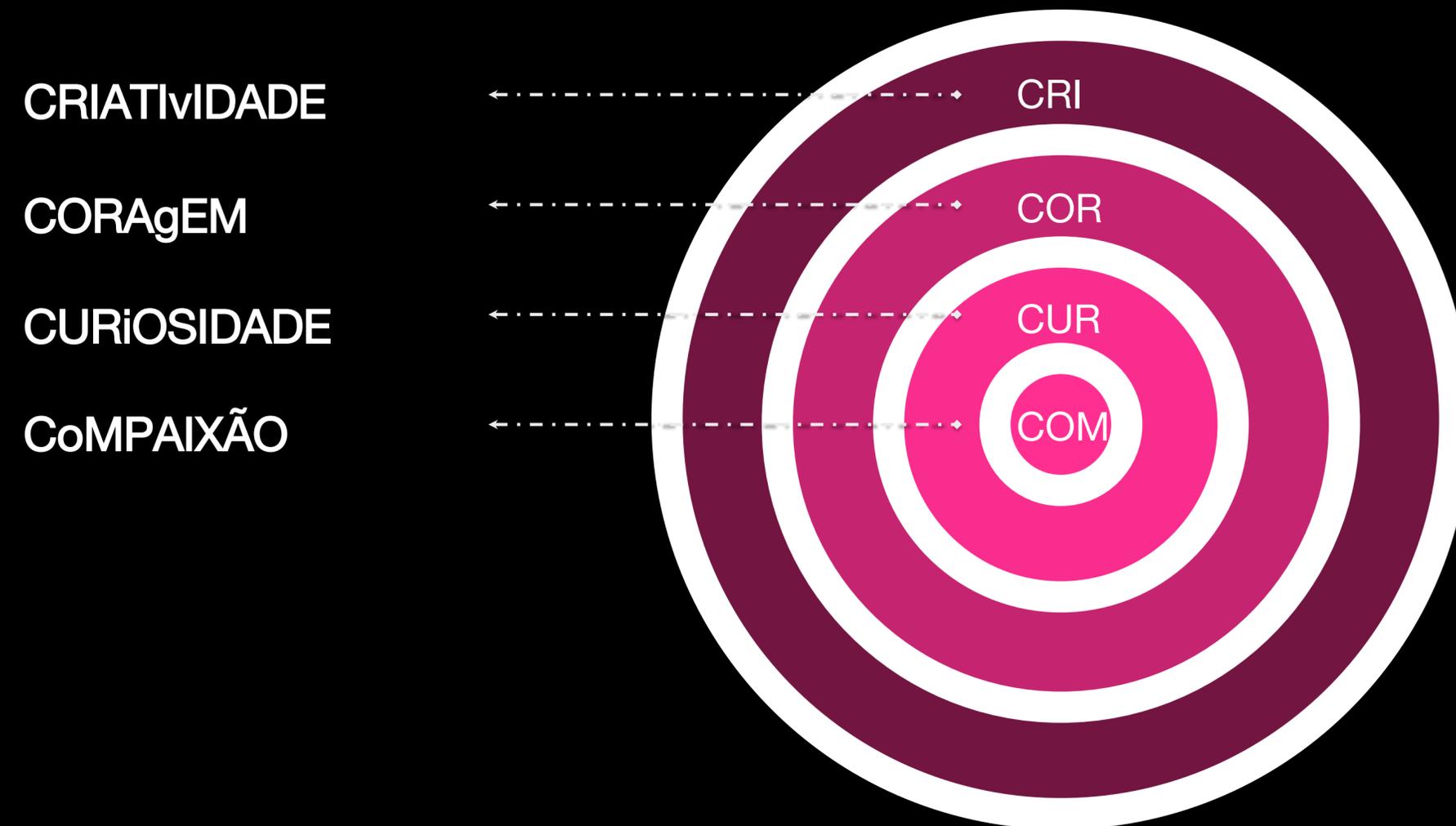
# Os sonhos de Elon Musk



# Os sprints de Elon



# CRIATIVIDADE





**A criatividade  
requer coragem.**

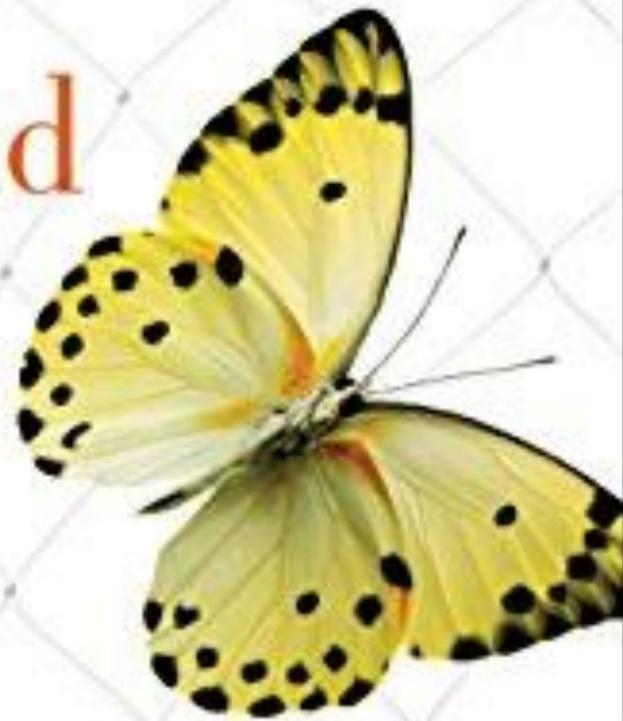
**Henri Matisse**

THE ART AND PRACTICE  
OF BREAKTHROUGH THINKING

The Net

and

The



Olivia Fox Cabane

*Author of The Charisma Myth*

& Judah Pollack

Todos somos criativos.  
Cérebro, em módulo  
executivo, deixa de ser  
criativo.  
É só parar.



SOME JOURNEYS CANNOT BE PUT INTO WORDS.



# COLABORAÇÃO

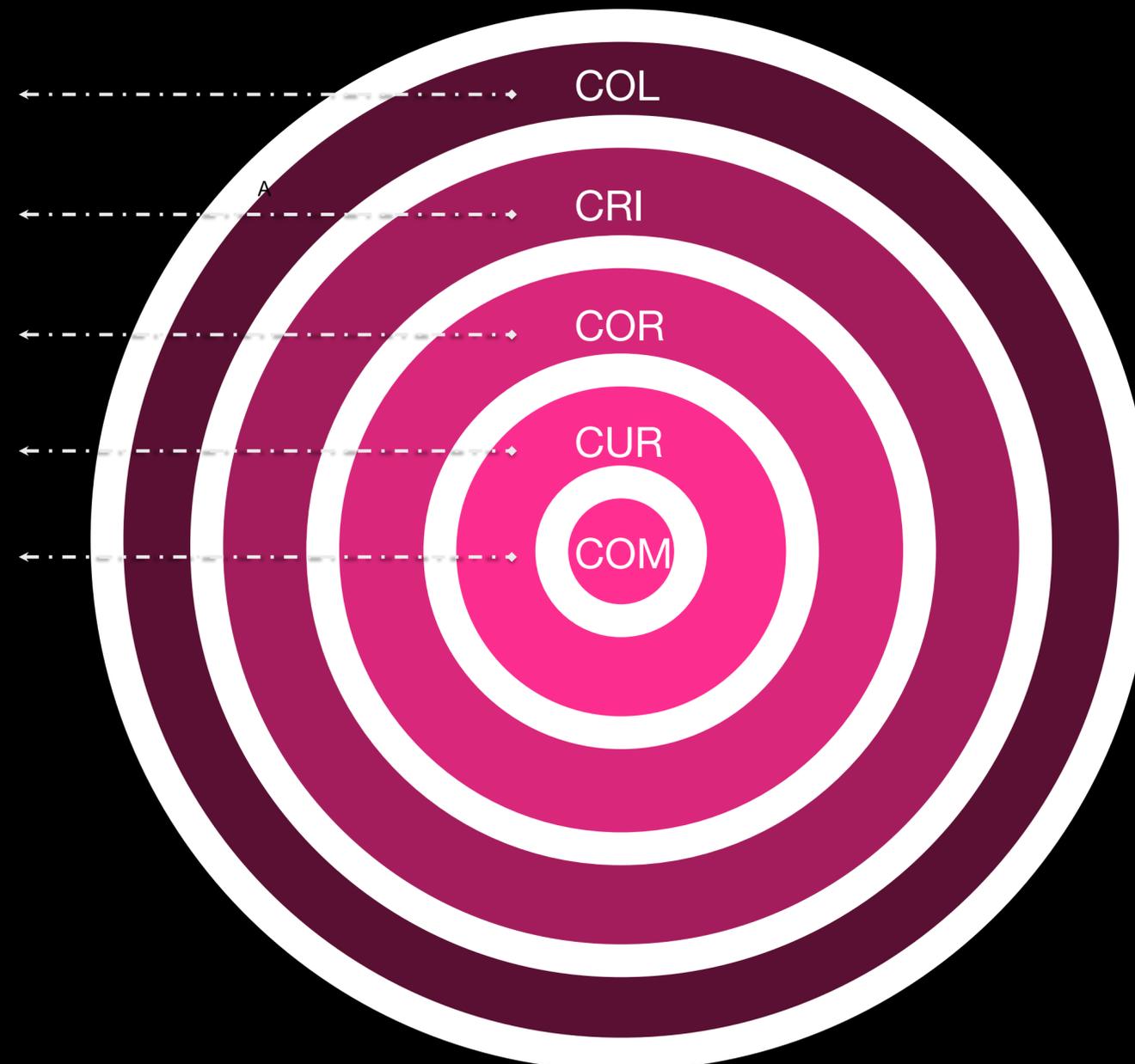
COLAbORAÇÃO

CRIATIVIDADE

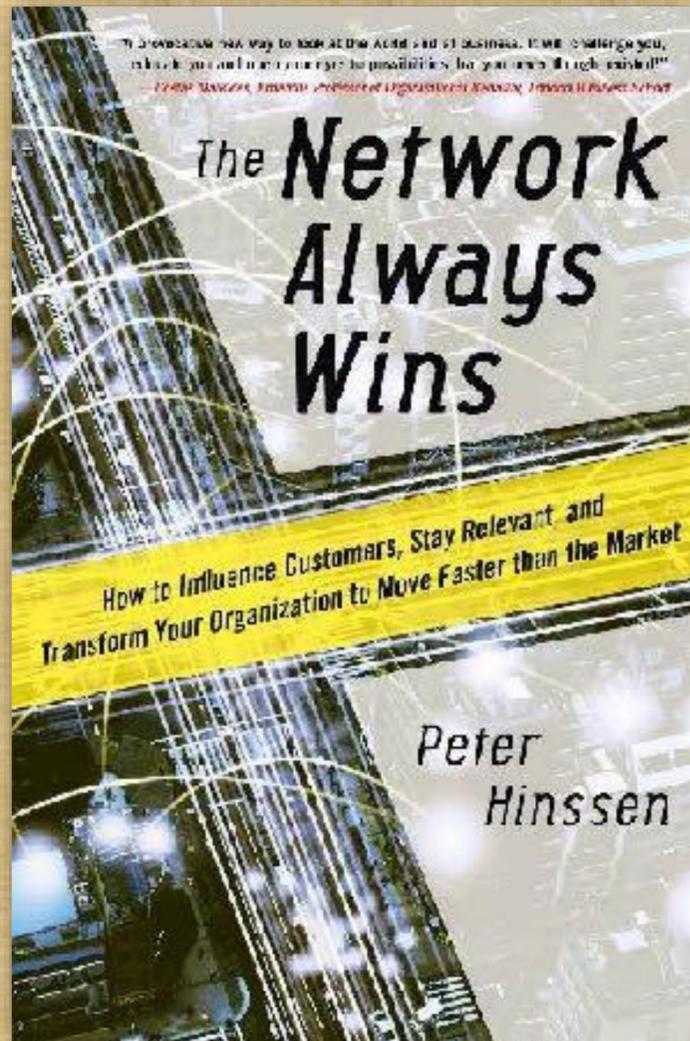
CORAgEM

CURiOSIDADE

CoMPAIXÃO



“



A inovação flui mais rápido em uma rede do que em uma hierarquia.  
A inteligência coletiva e a inovação se baseiam na multiplicidade e diversidade da rede.

# A dura realidade das culturas inovadoras

1. Tolerância ao fracasso, mas não tolerância à incompetência

2. Disposição para experimentar, mas altamente disciplinada

3. Franqueza e segurança psicológica

4. Colaboração, mas com responsabilidade individual

5. Nivelamento, mas forte liderança

CULTURA ORGANIZACIONAL

A dura realidade das culturas inovadoras

Gary P. Pisano

8 de fevereiro de 2019



Culturas que favorecem a inovação são valiosas não só para a última linha do balancete, mas também para líderes e funcionários que prezam sua empresa.

Creative Construction: The DNA of Sustained Innovation (G. Pisano)



**“Aquele que não aplica novos remédios deve esperar novos males; pois o tempo é o maior inovador.”**

**Sir Francis Bacon**

O futuro acabou.  
Não dá mais para  
prever o futuro.  
**É preciso fazer o futuro !**

**OBRIGADO!**

**(51) 99982.2515**

**alfedrizzi@gmail.com**