

# Holonomic Thinking: Desenvolvendo uma Liderança Sustentável

Simon Robinson  
Holonomics Educação



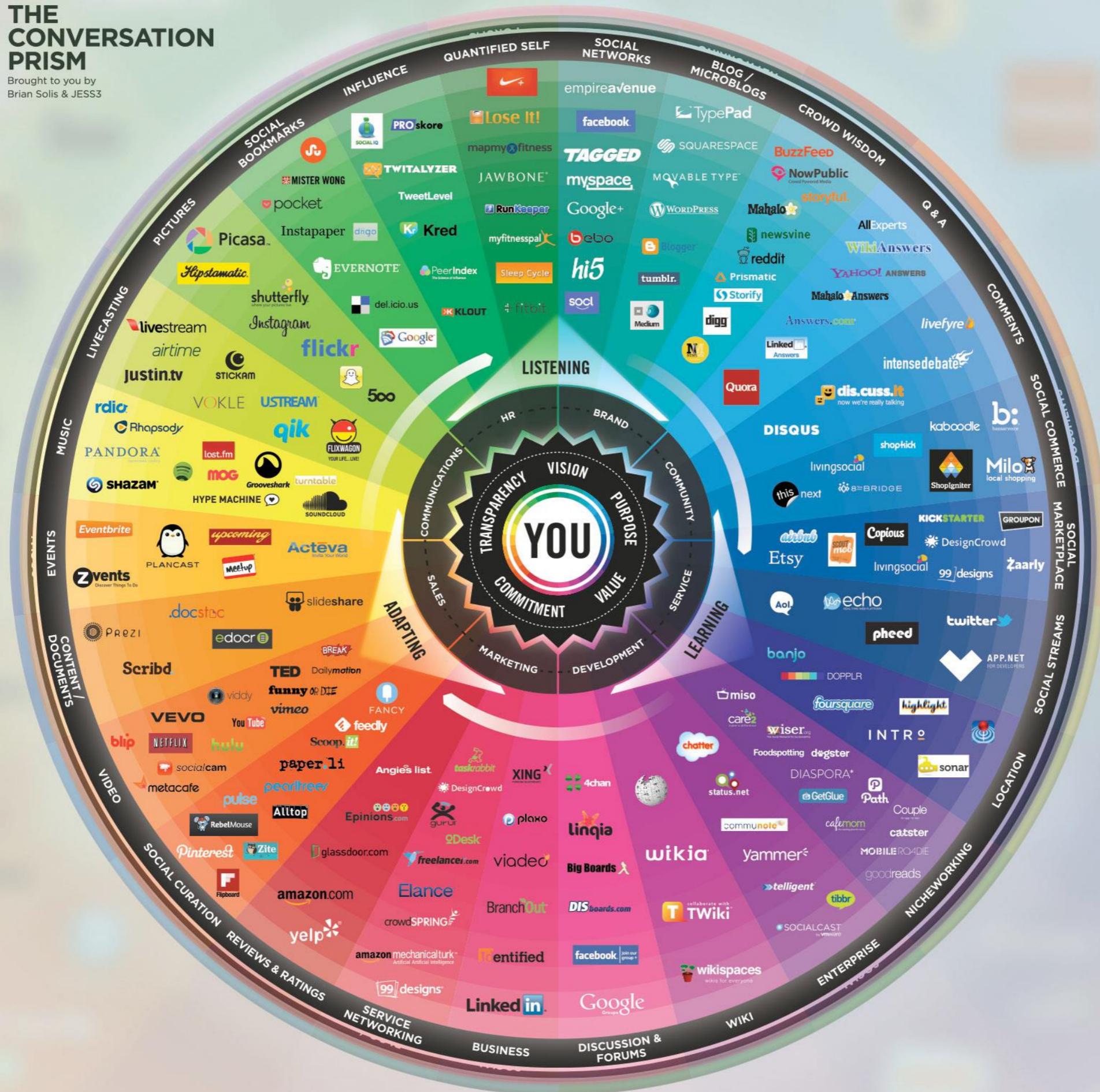
As mudanças  
estão ocorrendo  
rapidamente

Cidade do Vaticano em  
2005

Cidade do Vaticano em  
2012

# THE CONVERSATION PRISM

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Brian Solis & JESS3





Revolução nas Ciências da Vida

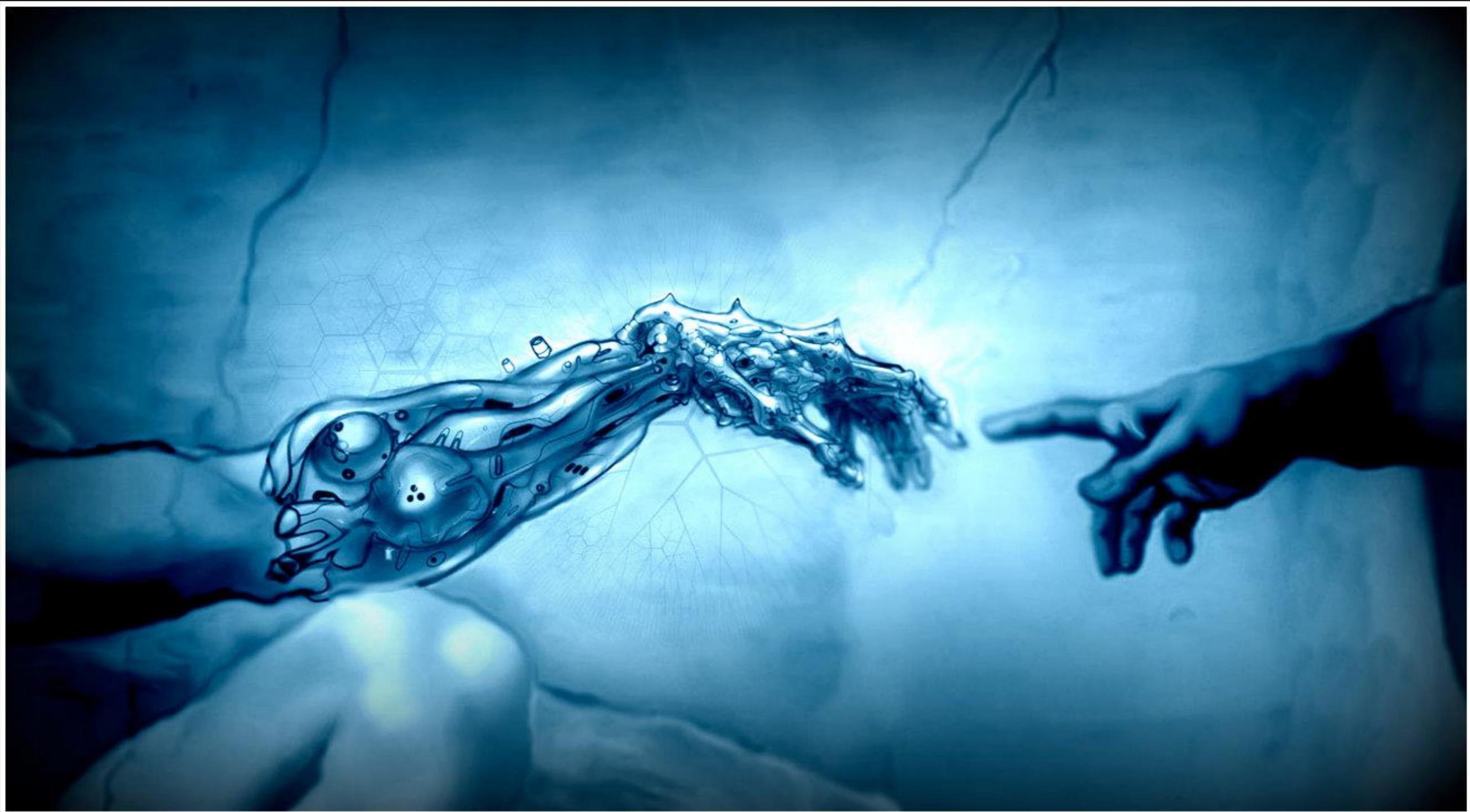
Revolução Digital





# Bioeconomia



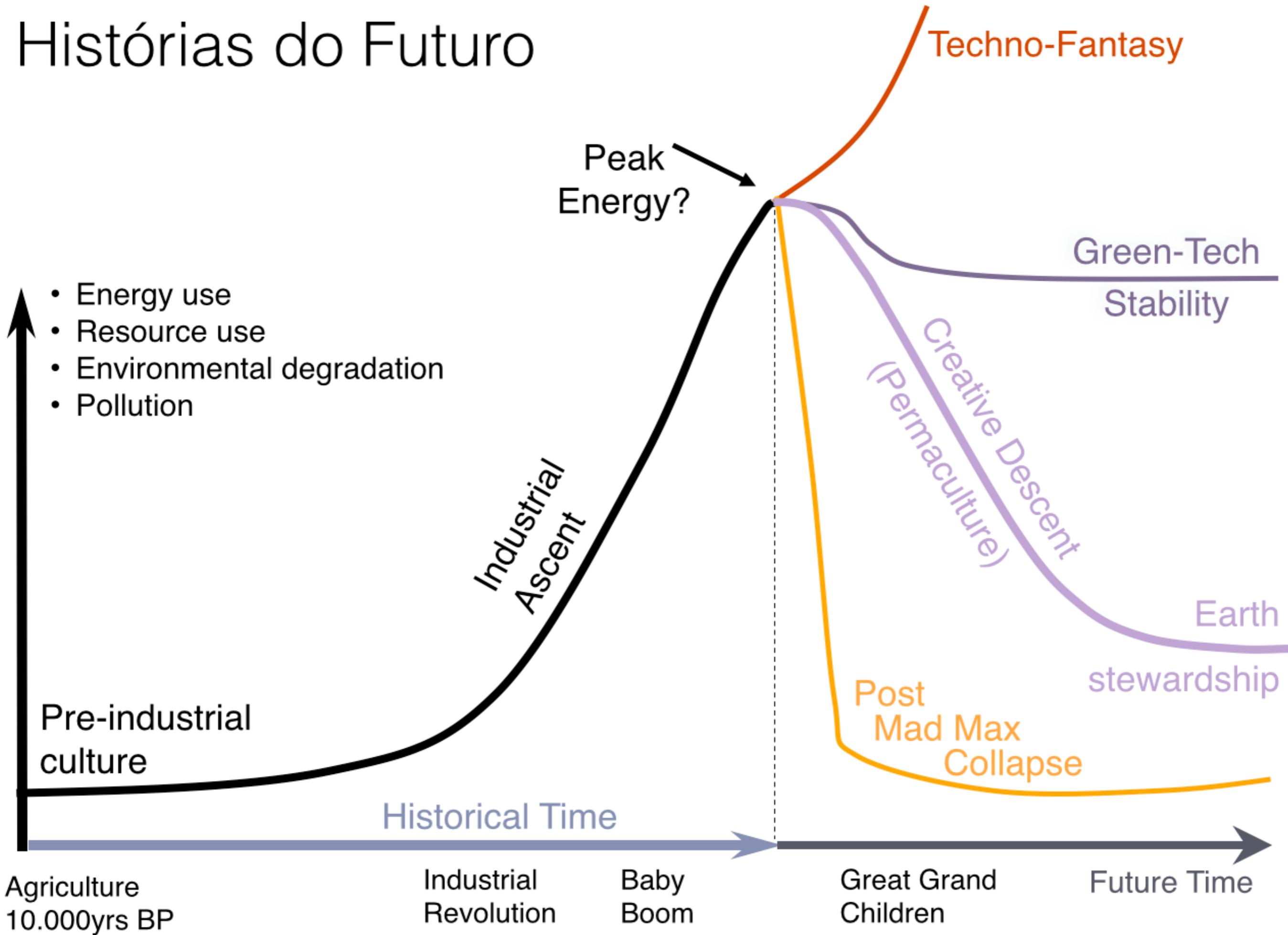




# Let The Hunger Games Begin



# Histórias do Futuro



# Tendências em Liderança

Storytelling

Sensemaking

Mindfulness

Humildade



# Storytelling (Contar Histórias)



# Sensemaking

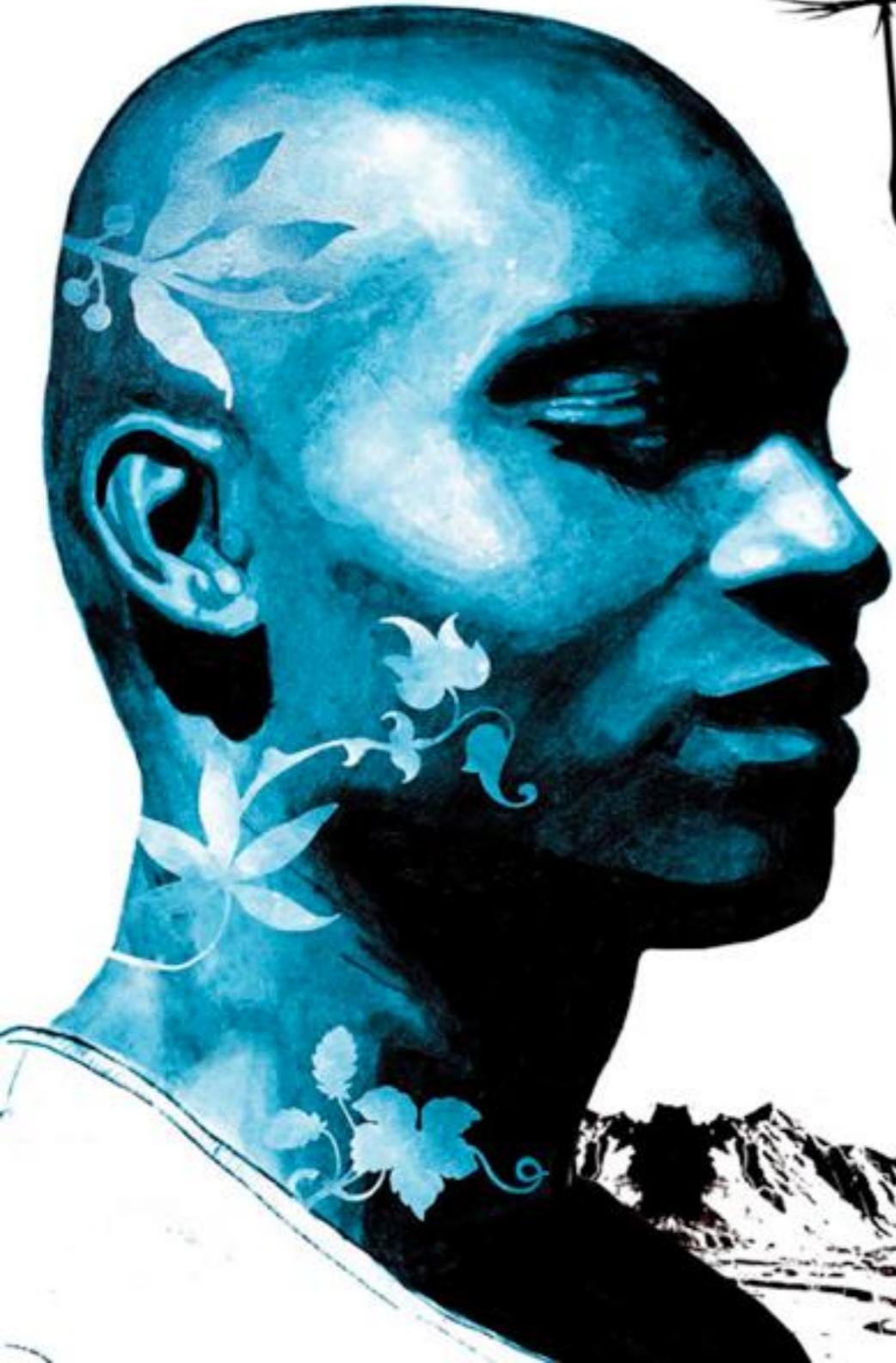


# Mindfulness (Atenção Plena)



Humildade





We believe that now is a blink.

An instant that passes.

So we must always be facing forward.

Looking for what has not yet been seen.

And while we understand the importance

of enjoying the moment, we take greater joy

in all the moments yet to come.



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# Sistema Amoeba de Gestão

- Centros de lucro são "amoebas"
- Auto-gestão e auto-coordenação
- Flexibilidade
- Expandir, dividir e dissolver, se necessário
- 3 a 100 membros, média 30
- Principalmente unidades de vendas ou de fabricação
- Procedimentos Operacionais Diários: Planejar, Fazer, Controlar, Agir e Verificar
- Filosofia de cultura de aprendizagem

# Filosofia

Corporate Motto: "Respect the Divine and Love People"

敬天愛人

Preservar o espírito de trabalho com justiça e honra, respeitando as pessoas, nosso trabalho, nossa organização e nossa comunidade global.



VISA





Dee Hock

# Insights Chave de Liderança

Quatro caminhos para ver as coisas:

- Como elas eram
- Como elas são
- Como elas podem se tornar
- Como elas devem se tornar



Abertura  
Justiça  
Fé  
Confiança



# INVENT BETTER

## NIKE'S JOURNEY OF SUSTAINABLE INNOVATION

Explore. Innovate. Scale. Collaborate. These themes define our sustainability journey, one that considers impacts across our value chain including labor, environment and communities. We've been on this journey long enough to know that real change – long-term, lasting change – will only be possible by taking new paths and making breakthroughs.

[Letter from the President & CEO »](#)



**1**

Deliver a portfolio of sustainable products and services that enhance athlete performance

**2**

Prototype and scale sustainable sourcing and manufacturing models

**3**

Explore new sources of revenue not based on constrained resources

**Turn sustainability risks into business opportunities**

**Hardwire sustainability in the way we operate and drive adoption of sustainability innovation**

**Catalyze strategic partnerships to bring sustainable innovations to scale faster, cheaper, better**



**Explore**

Landscaping and business case



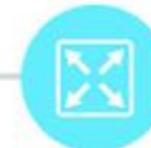
**Prototype**

Proof of concept



**Pilot**

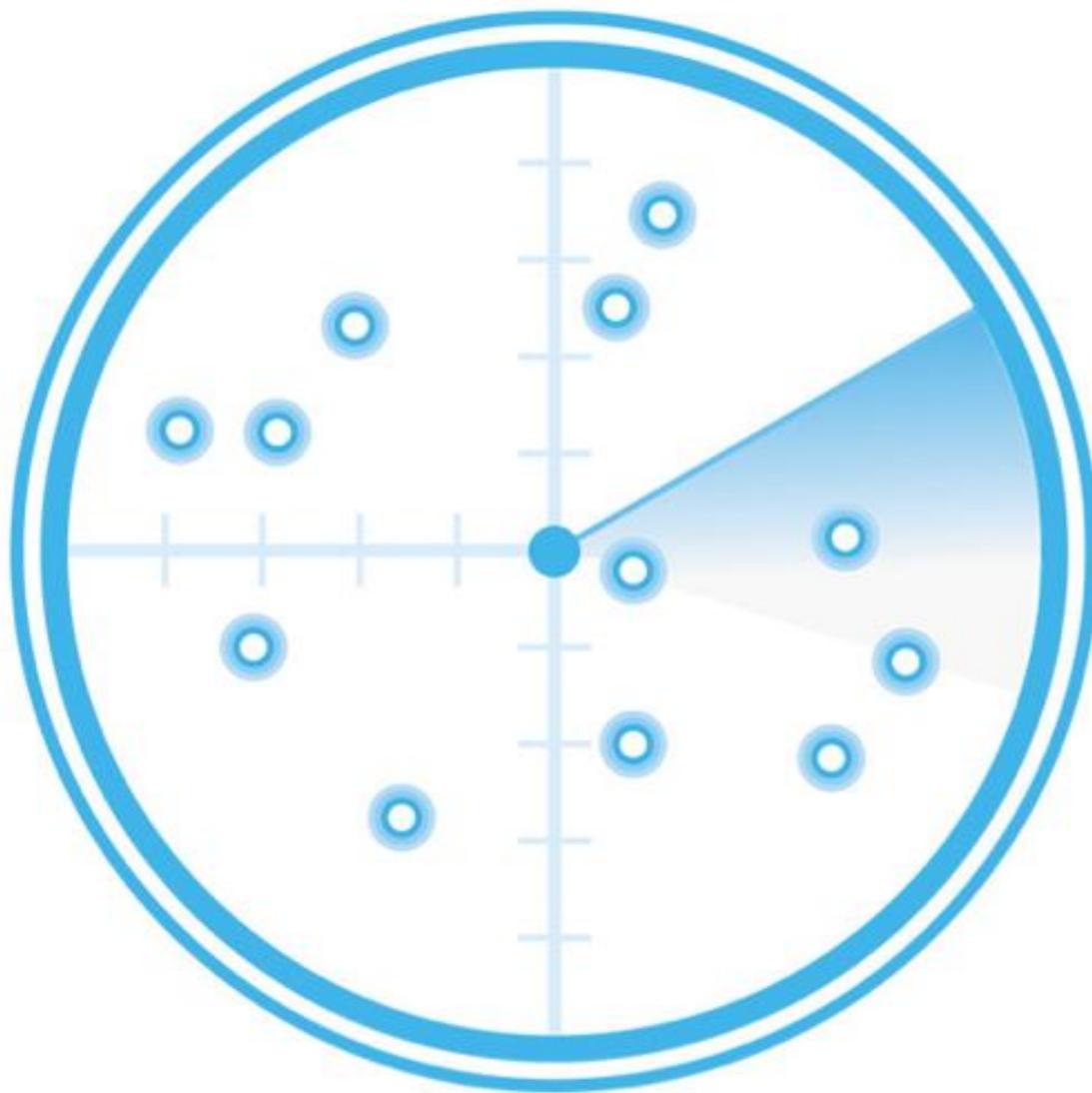
Business transition



**Scale**

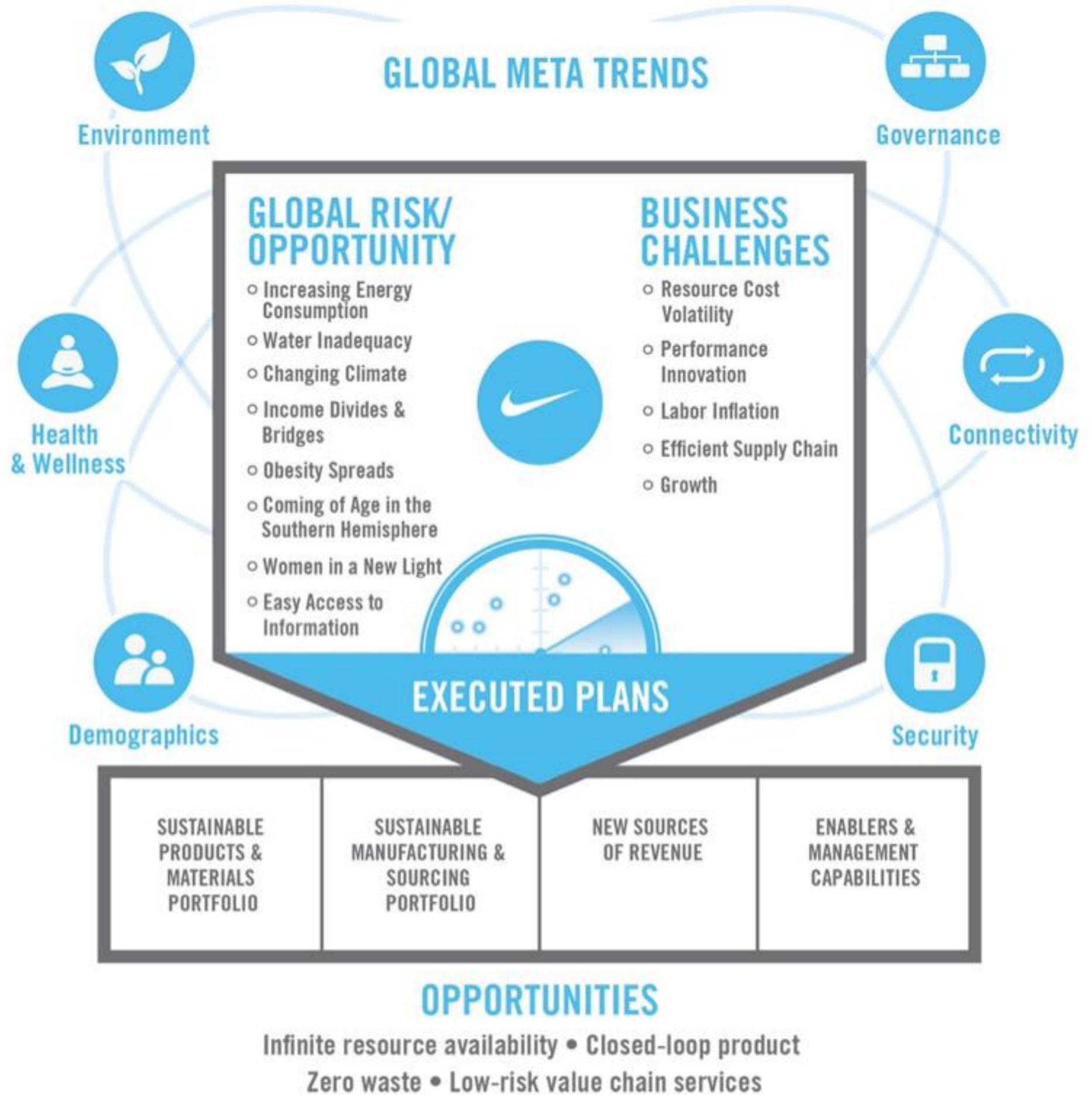
Catalyze markets

# Global Megatrends



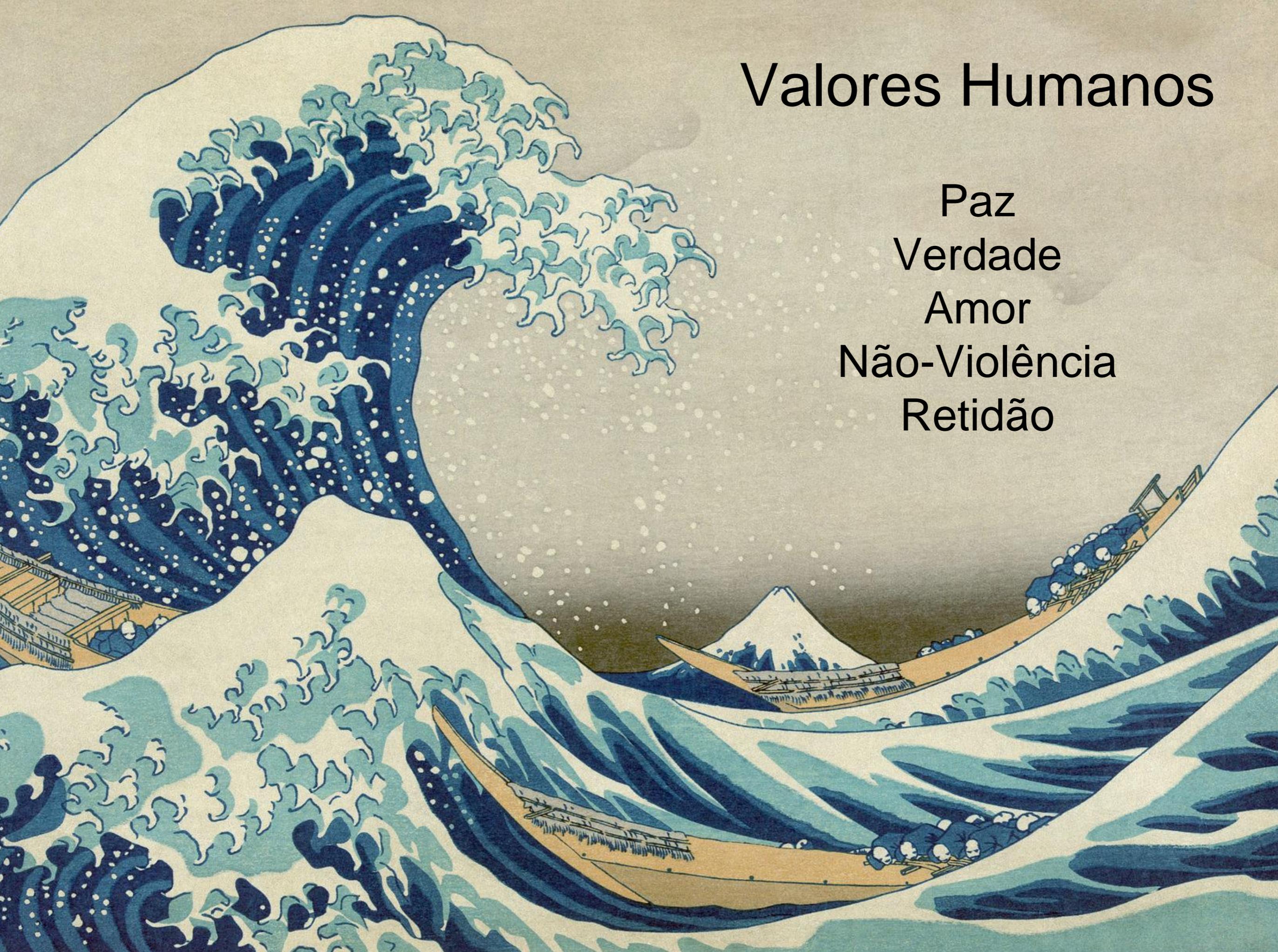
- Radical transparency/traceability
- New emphasis to the genetically modified debate
- Impacts of counterfeit waste
- From fast fashion to fast e-waste
- Growing attention to stranded assets
- Divestment as a new form of climate advocacy
- Raising the bar for women farmers
- China's green future
- Brazil's environmental push
- Sweating the small stuff: micro plastics
- Greater focus on product end of life
- Heightened interest in ecosystem services

How NIKE, Inc. views, anticipates and responds to emerging signals alongside global trends, risks and opportunities, and business challenges to inform its plans.

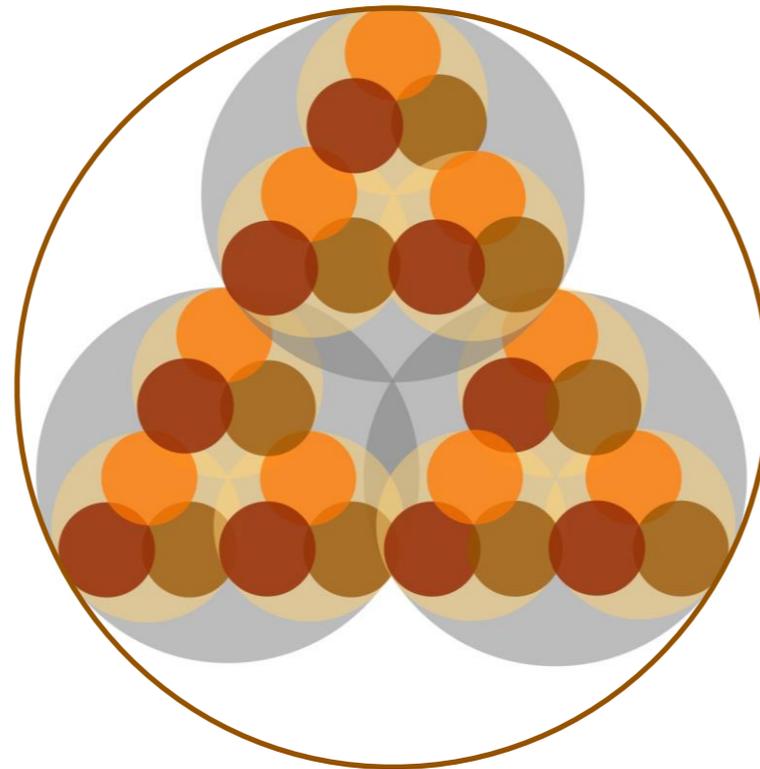


# Valores Humanos

Paz  
Verdade  
Amor  
Não-Violência  
Retidão



# Muito obrigado



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