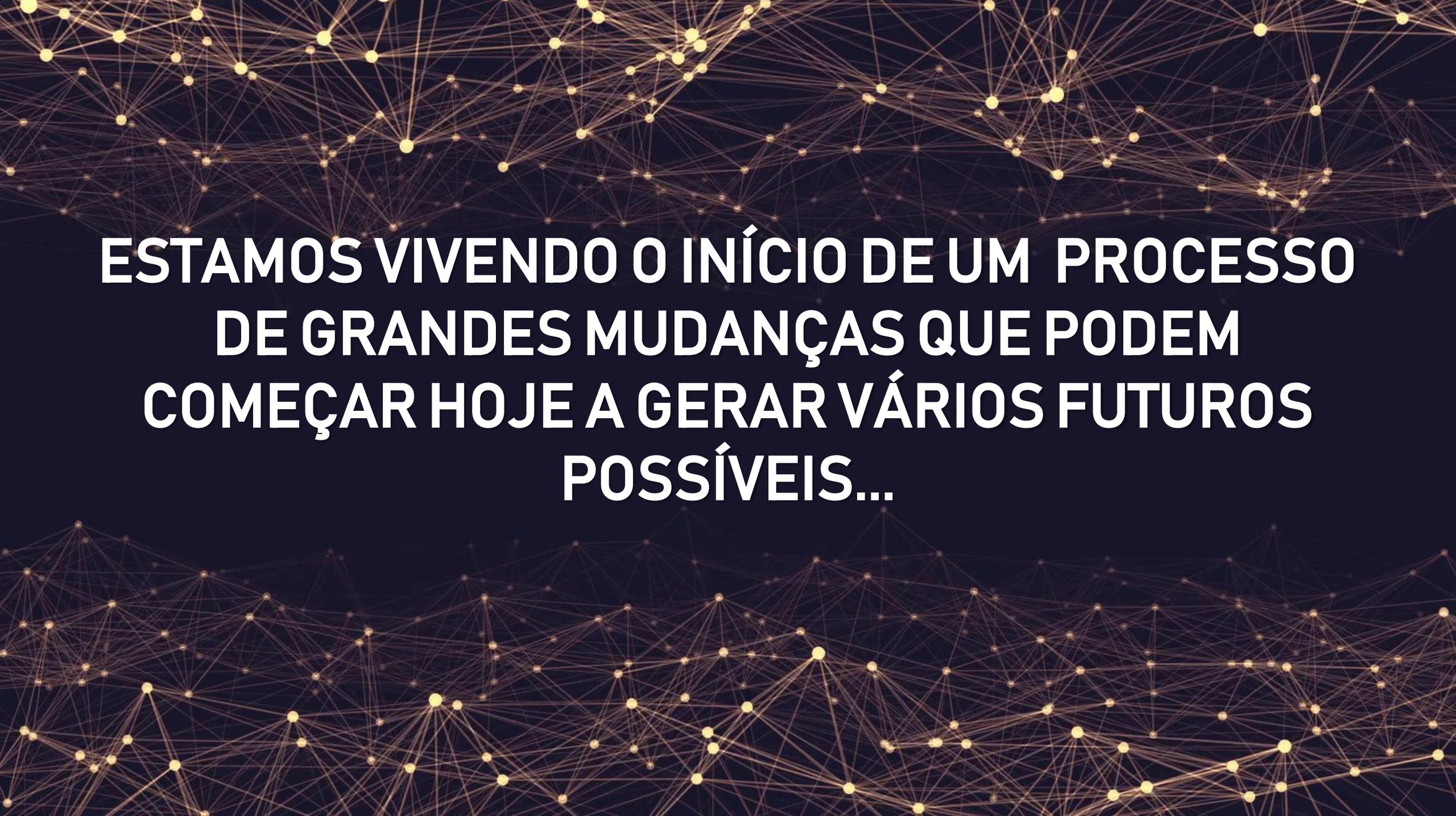




# AS TENDÊNCIAS QUE IRÃO MUDAR O MUNDO DOS NEGÓCIOS

*Richard Hessler Furck*



**ESTAMOS VIVENDO O INÍCIO DE UM PROCESSO  
DE GRANDES MUDANÇAS QUE PODEM  
COMEÇAR HOJE A GERAR VÁRIOS FUTUROS  
POSSÍVEIS...**





# DESENVOLVIMENTO TECNOLÓGICO



BIG  
DATA  
ANALYTICS



MACHINE  
LEARNING

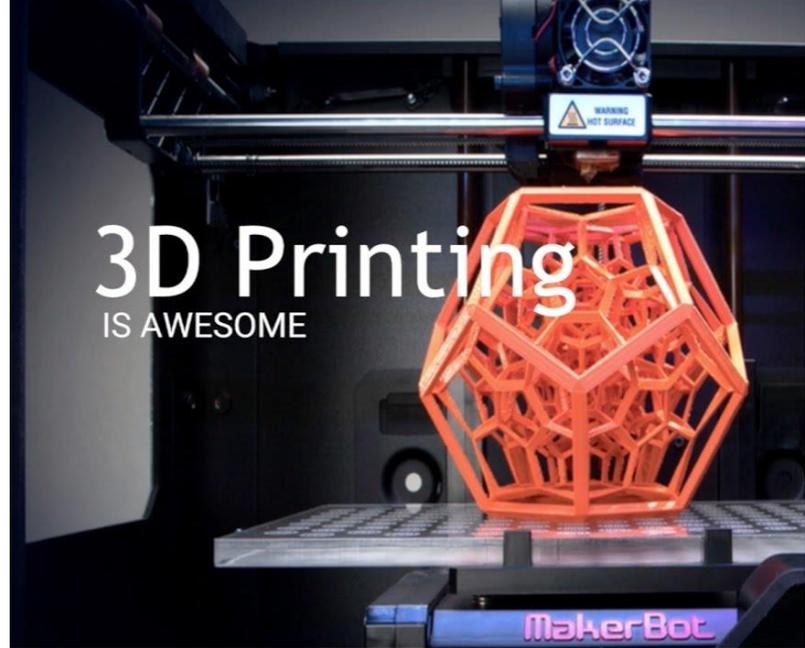


ARTIFICIAL INTELLIGENCE

# NANOTECNOLOGIA

A visualization of nanotechnology showing several spherical structures composed of small blue and white particles, resembling molecular models or nanoparticles, set against a dark background with glowing blue particles.

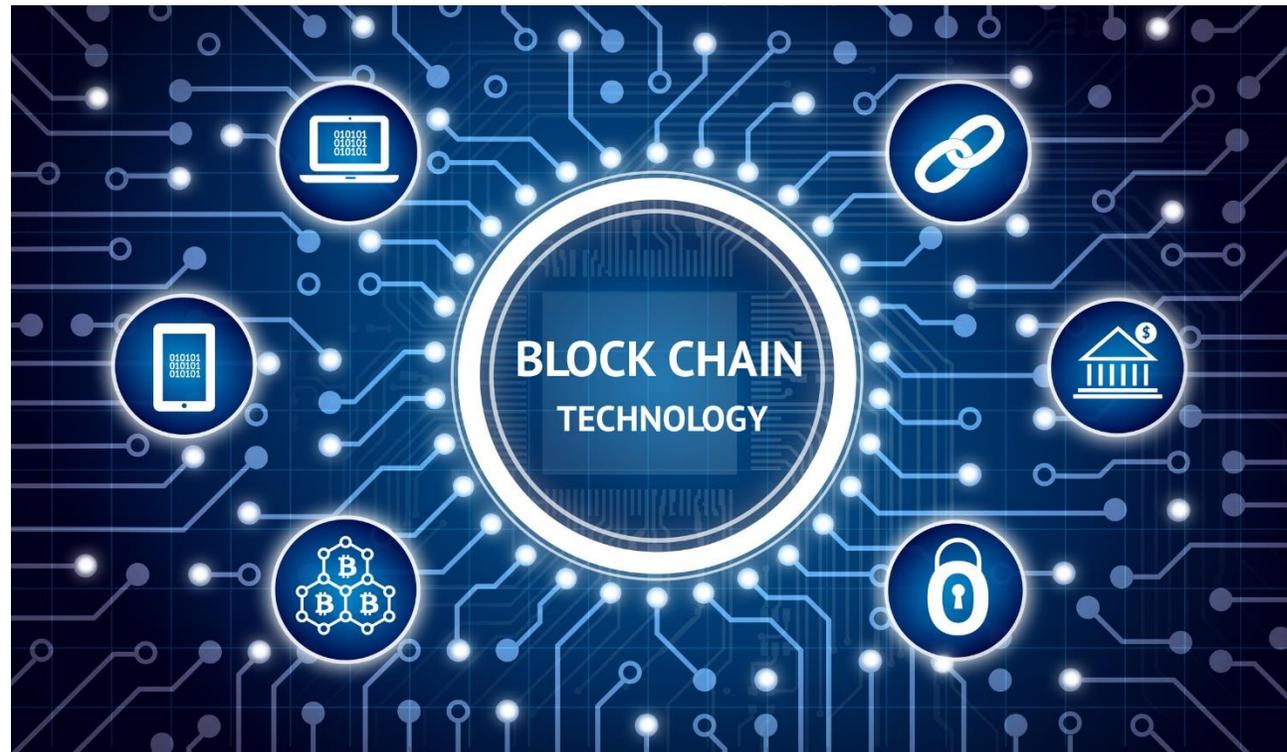
3D Printing  
IS AWESOME

A 3D printer, specifically a MakerBot, is shown in operation. The printer is dark with blue accents. A bright orange, lattice-like structure is being printed on the bed. A warning sign above the printer reads "WARNING HOT SURFACE". The MakerBot logo is visible at the bottom of the printer's frame.

VIRTUAL REALITY

A man in a white shirt and dark trousers stands with his back to the camera, looking at a large, illuminated virtual reality display. The display shows a complex industrial structure, possibly an offshore oil rig or a large-scale construction project, with various levels and pipes. The scene is dimly lit, with the primary light source being the display itself.

BLOCK CHAIN  
TECHNOLOGY

A diagram illustrating blockchain technology. The central focus is a large white circle containing the text "BLOCK CHAIN TECHNOLOGY". Surrounding this central circle are six smaller white circles, each containing a different icon: a laptop with binary code, a link, a bank building with a dollar sign, a padlock, a Bitcoin symbol, and a smartphone with binary code. The background is a dark blue grid of glowing white lines and dots, resembling a circuit board or a network map.

# SMARTPHONES E WEREABLES



3D COLOR TV  
WALL-PANEL

SLIDE-BACK ROOF

PERSONAL  
HELICOPTER

HOUSE-CONTROL  
PANEL

MOVING  
STAIRWAY

PHONO-VISION  
RECEIVER

GIANT-SIZED  
FRUIT

ELECTRICAL  
HEAT UNIT

GLASS WALLS

DUST-FREE  
FLOORS

MENU SELECTOR  
& MICROWAVE  
STOVE

ULTRASONIC  
LAUNDRY





# COMPORTAMENTO E ESTILO DE VIDA

A woman is running on a grassy hill at sunset. The sun is low on the horizon, creating a warm, golden glow. The woman is in the foreground, running away from the camera. The background features a line of trees and a clear sky with some clouds. The overall mood is peaceful and active.

**SAÚDE É O NOVO LUXO**

# MATURIDADE ATIVA



**“Aging and aging related illness are unavoidable”**

**vs.**

**ANTI-AGING MOVEMENT**



**Aubrey de Grey**

*Strategies for Engineered Negligible Senescence.*  
Science to stop and reverse aging



**Ray Kurzweil**

*Singularity.* In the future we will live for ever



**Brian M. Delaney**

*Calorie Restriction Diet* can increase maximum life expectancy with 40-50%



A hand in a dark suit sleeve holds a glowing, semi-transparent globe. The globe is overlaid with a network of white lines and dots, representing digital connectivity. The background is a deep blue with a white, torn paper effect at the top and bottom edges. The text 'Customer Experience' is centered in white, bold, sans-serif font.

# Customer Experience



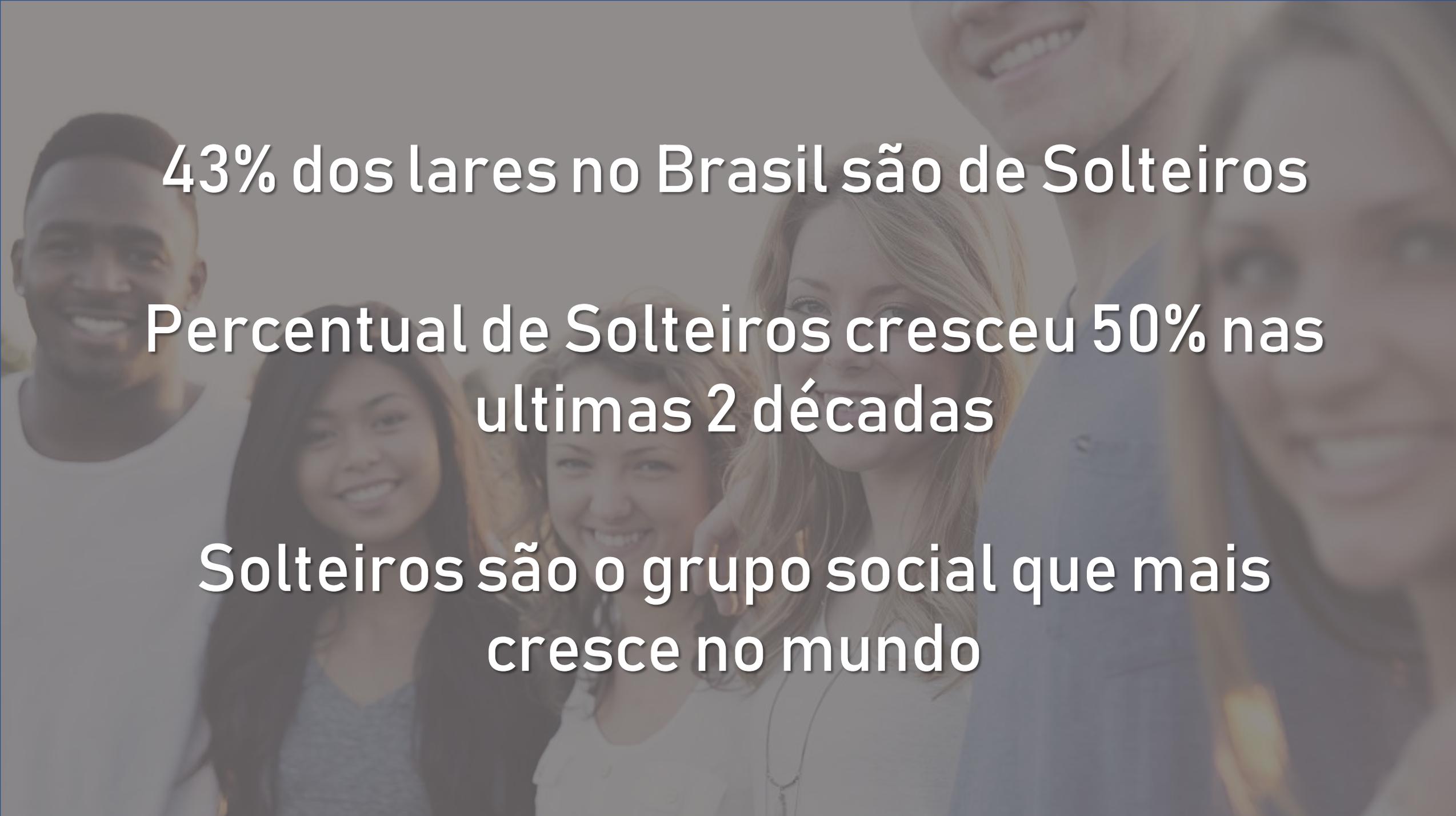
Sinta-se em casa em qualquer lugar.

# RESPONSABILIDADE SOCIAL E AMBIENTAL



# Relações Sociais



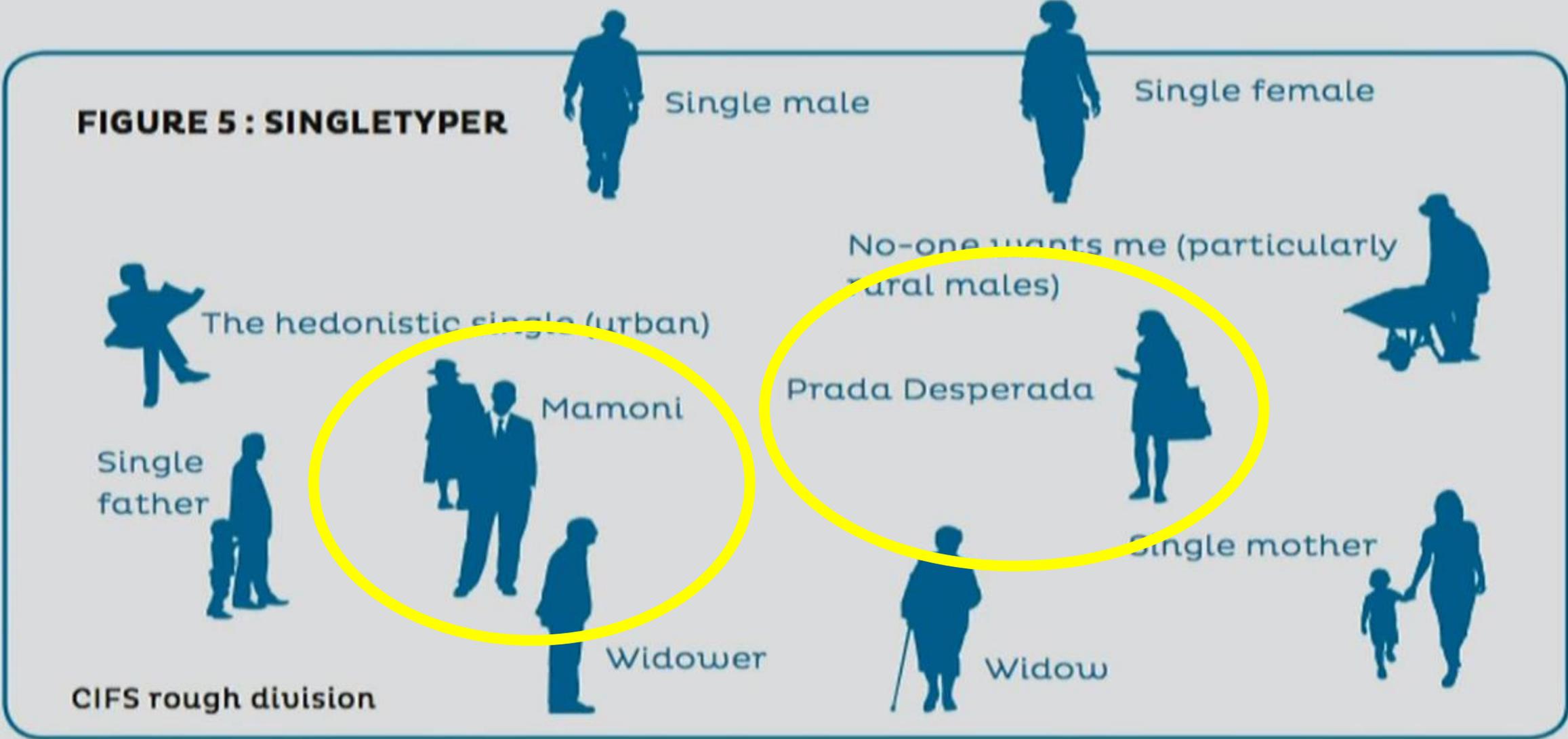


43% dos lares no Brasil são de Solteiros

Percentual de Solteiros cresceu 50% nas  
ultimas 2 décadas

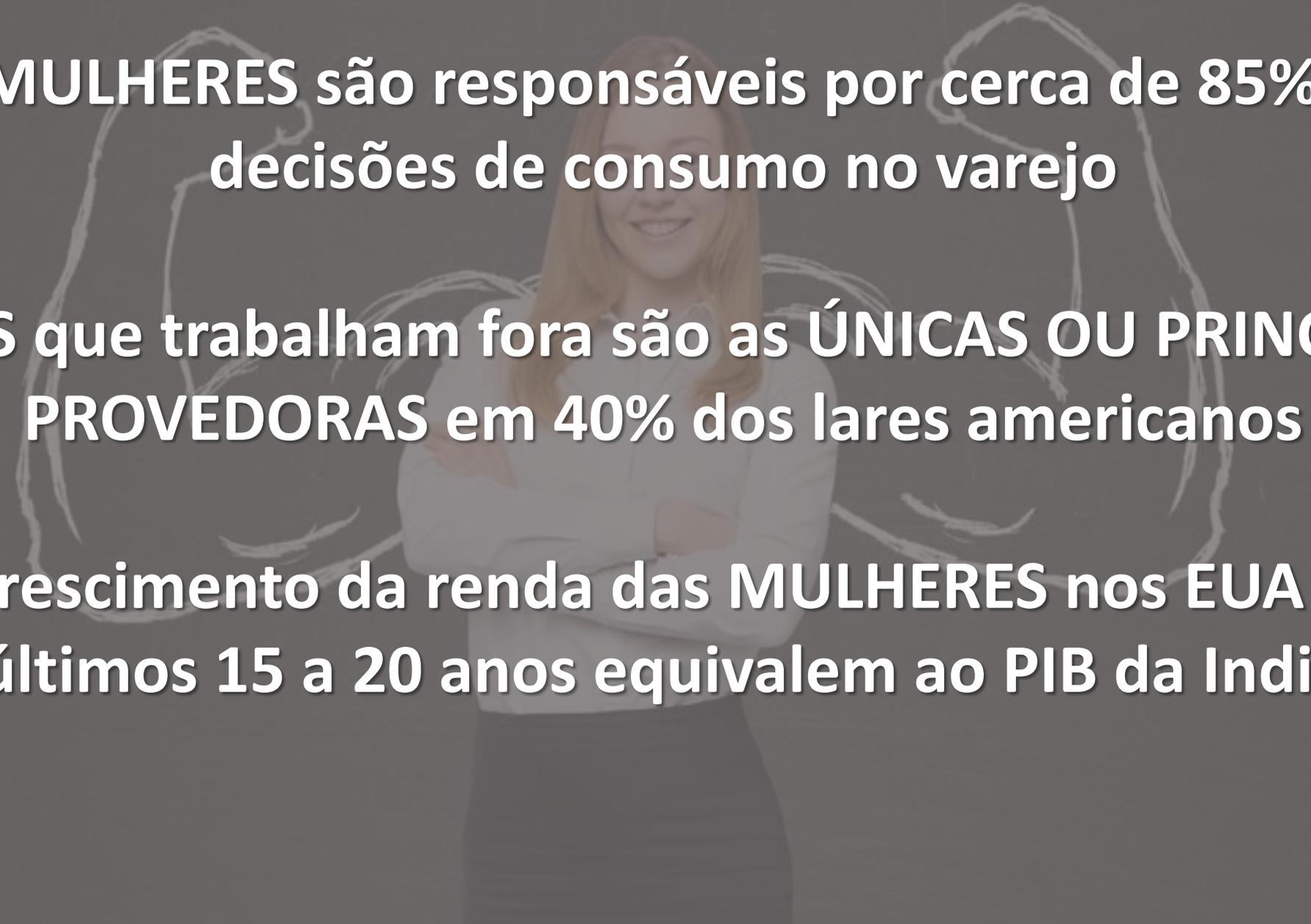
Solteiros são o grupo social que mais  
cresce no mundo

# NEW WAYS OF LIVING





**EMPODERAMENTO FEMININO**



**As MULHERES são responsáveis por cerca de 85% das decisões de consumo no varejo**

**MÃES que trabalham fora são as ÚNICAS OU PRINCIPAIS PROVIDORAS em 40% dos lares americanos**

**O crescimento da renda das MULHERES nos EUA nos últimos 15 a 20 anos equivalem ao PIB da Índia**



# RUPTURA DOS MOLDES TRADICIONAIS DE COMERCIALIZAÇÃO

# “6Ds” – Exponential Framework





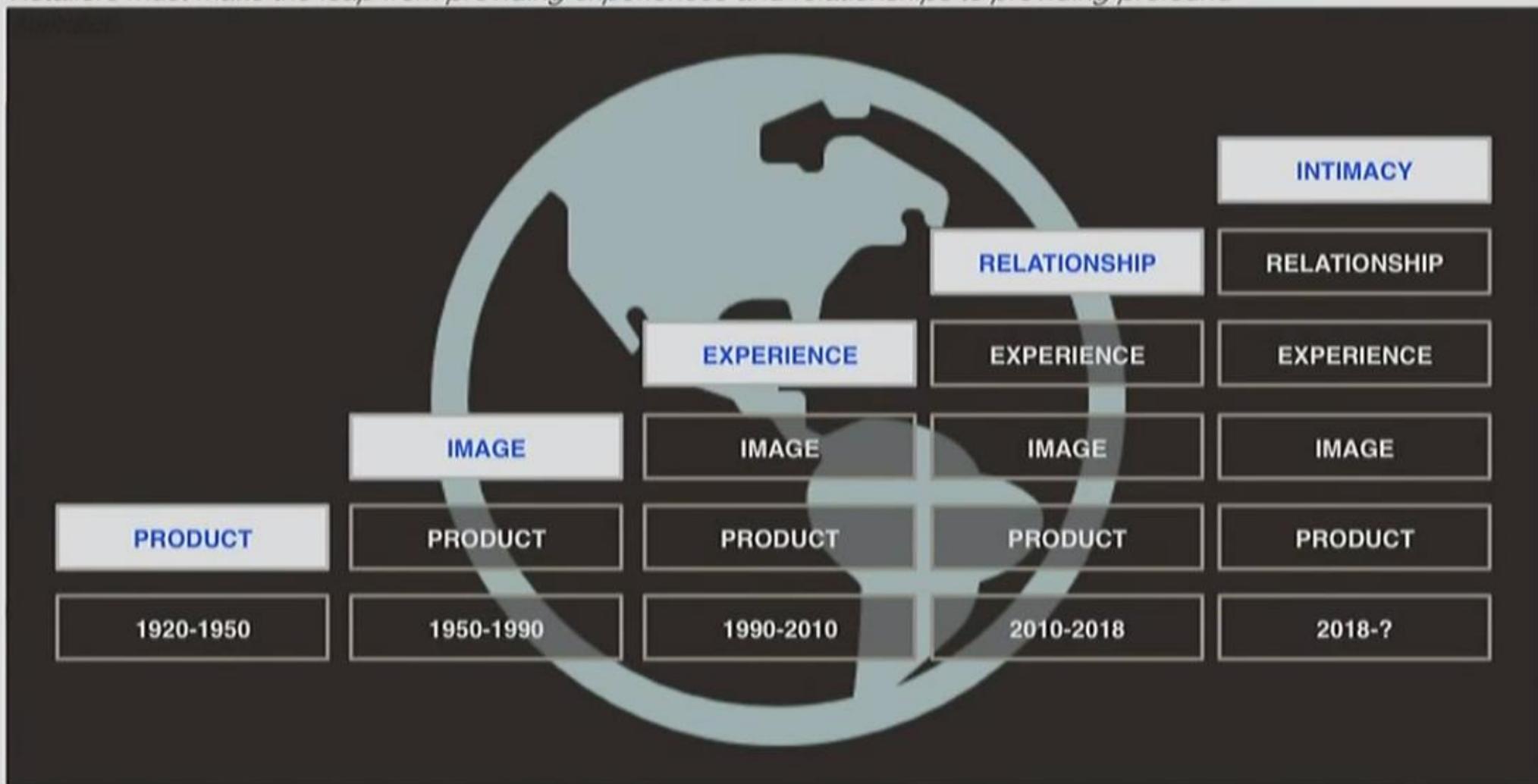
Indústrias de BENS se transformam em empresas  
de dados e serviços



UBERIZAÇÃO

MOBILIDADE  
COMO  
SERVIÇO



**Figure: THE FIFTH ERA OF RETAIL BRANDING IS HERE***Retailers must make the leap from providing experiences and relationships to providing profound*



**“What you want,  
before you want it.”**

**amazon.com<sup>®</sup>**



## Time Case

### Seamless delivery of tampons when you need it.

A service using AI to connect to female customer's period-tracking app, that orders tampons once a month automatically and saves customers time from routine tasks.

**NOVOS SERVIÇOS – ZERO FRICÇÃO**

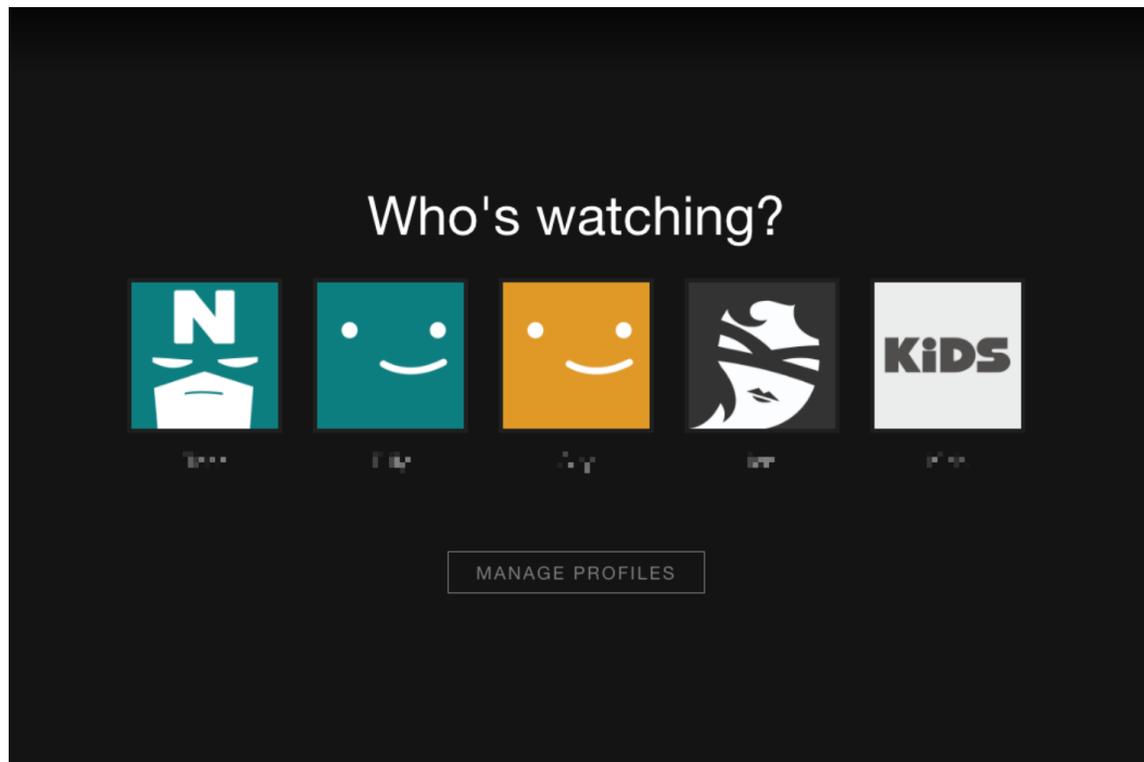


## Decisions case

### Superfluous decisions - delivery of toilet paper when you need it

A Wi-Fi connected button that re-orders the consumer's favorite toilet paper, when the consumer runs out and ease the consumer from the option to chose between multiple kinds of toilet paper in a store.

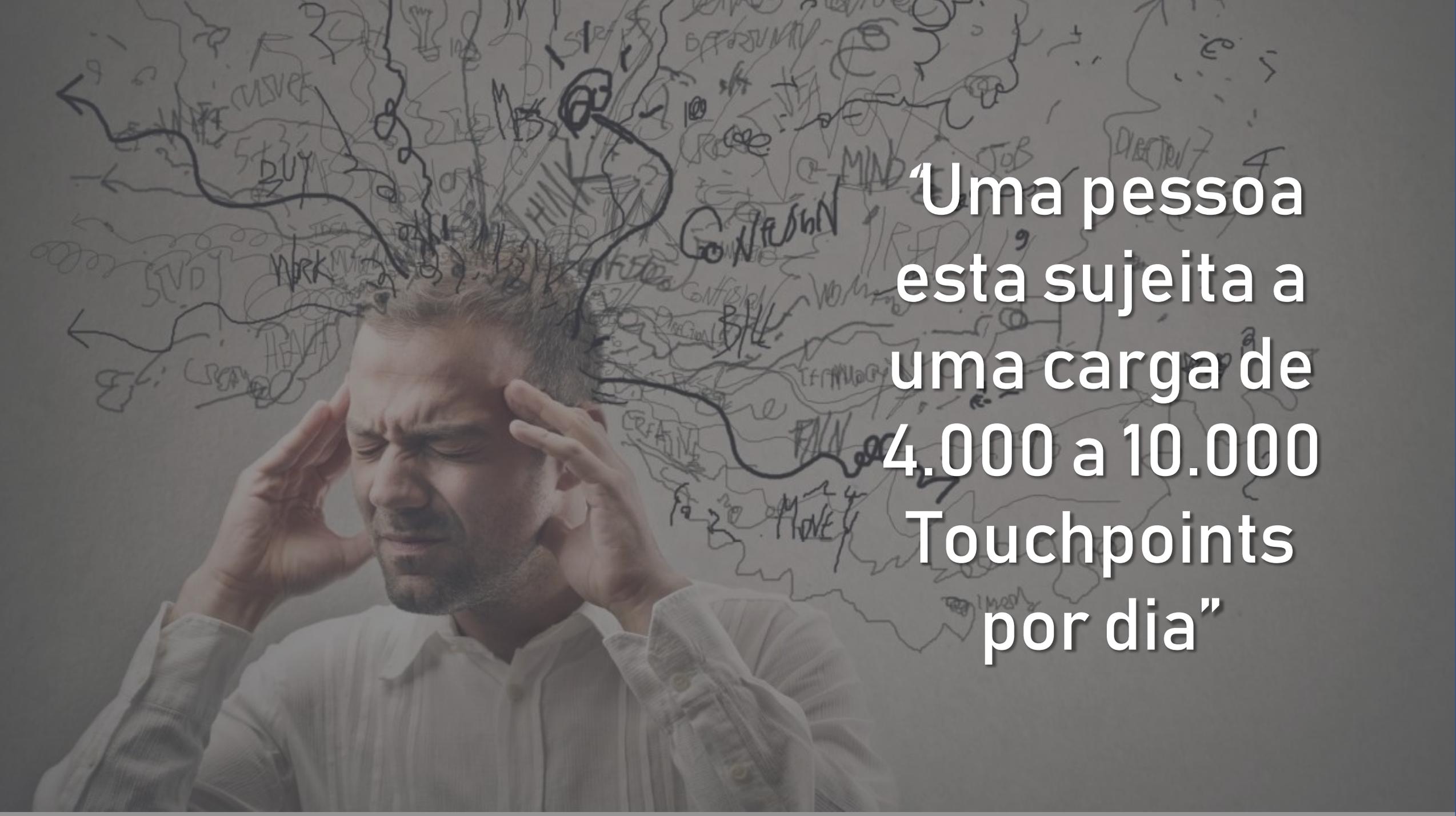
**NOVOS SERVIÇOS – ZERO FRICÇÃO**



CUSTOMIZAÇÃO TOTAL



# COMUNICAÇÃO COM O CONSUMIDOR

A man in a white shirt is shown in profile, holding his head with both hands, appearing to be in pain or stress. The background is a wall covered in chaotic, hand-drawn sketches and text, including words like 'BUY', 'WORK', 'CONFUSION', 'MIND', 'JOB', 'DIRECTOR', 'SVD', 'HEALTH', 'CREATING', 'FILM', 'MOVE', 'MIND', 'JOB', 'DIRECTOR', 'SVD', 'HEALTH', 'CREATING', 'FILM', 'MOVE'.

**‘Uma pessoa  
esta sujeita a  
uma carga de  
4.000 a 10.000  
Touchpoints  
por dia’**

**FAKE**

*Speculation*

**Half-  
truth**

Busca por  
Privacidade e  
confiabilidade

**Facts**

**Real**

SECURITY

governance

RULES

passwords

AUDIT

REGULATIONS

POLICY

control

DATA

penetration

BACKUP

COMPLIANCE

standards

access

process

LAWS

MANAGEMENT

REPORT

RULES

auditors

RISK

recovery

financial

SCOPE

PRACTICES

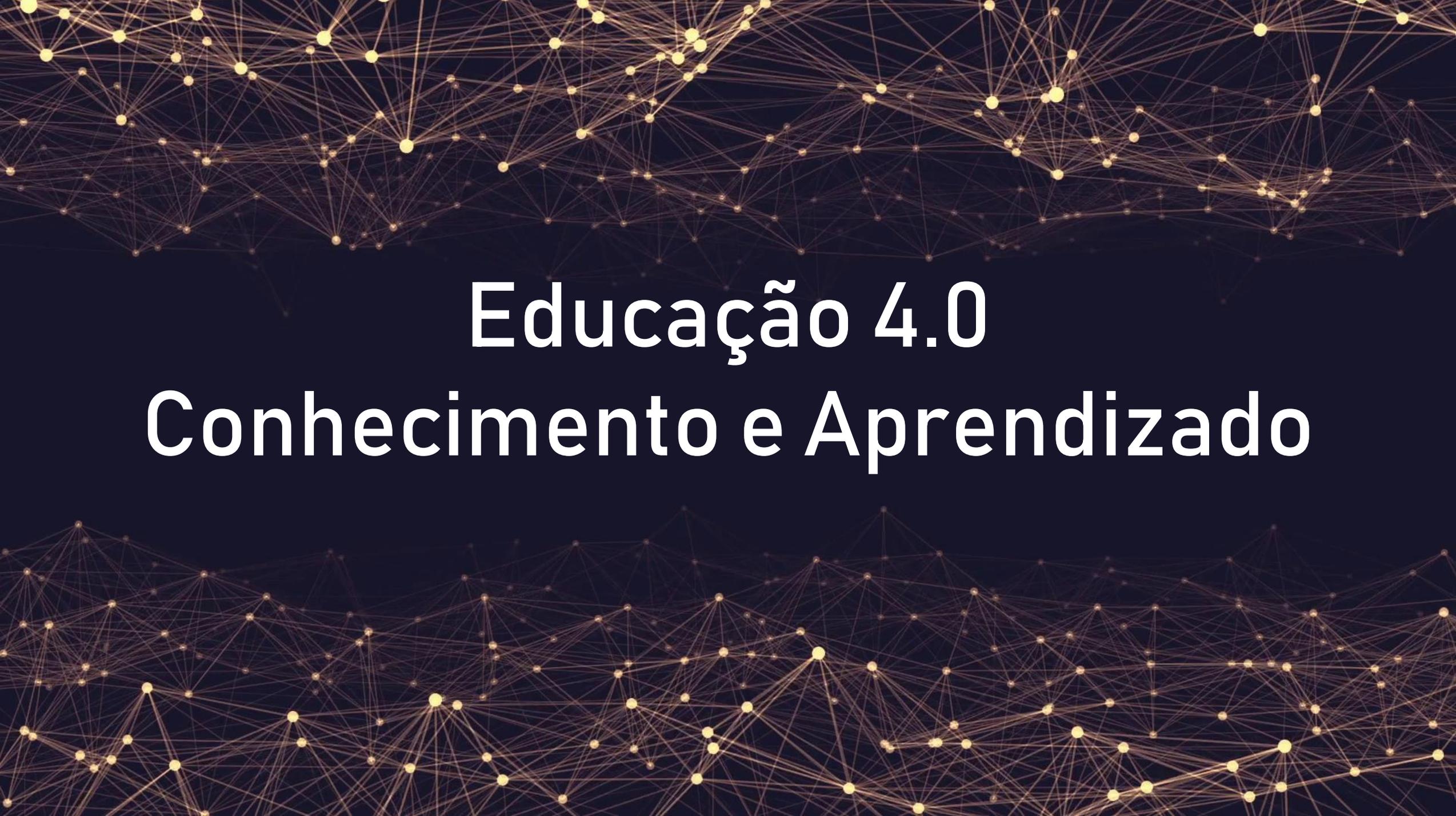


A close-up photograph of a hand cupping an ear, symbolizing listening. The hand is positioned behind the ear, with the fingers spread out. The background is a soft, out-of-focus grey. The text is overlaid on the left side of the image.

**COMO FALAR COM  
O CONSUMIDOR ?**

# ENTREGA DE CONTEÚDO





# Educação 4.0

## Conhecimento e Aprendizado

# Educação Conhecimento e Aprendizado

- ❖ Excesso de informação
- ❖ Competência-chave: Filtro e Foco (*Ex. "Fear of missing out"*)
- ❖ Geração Google / Wikipedia
- ❖ Meta-aprendizado (Aprender A aprender) *Ex.: Coaching*

# Educação Conhecimento e Aprendizado

- ❖ Antiespecialistas: Neogeneralistas com várias especialidades
- ❖ “Techies” x “Fuzzies”: Demanda por novas competências  
*Ex: Advogados x Personal trainers*
- ❖ Alunos da 3ª. Idade – Recomeço aos 60

A dark blue background with a complex network of thin, light-colored lines connecting numerous small, glowing yellow and orange dots, creating a starry or digital network effect.

**MUITO OBRIGADO**

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**Dealerseg.net**  
**NKF Capacitação Corporativa**