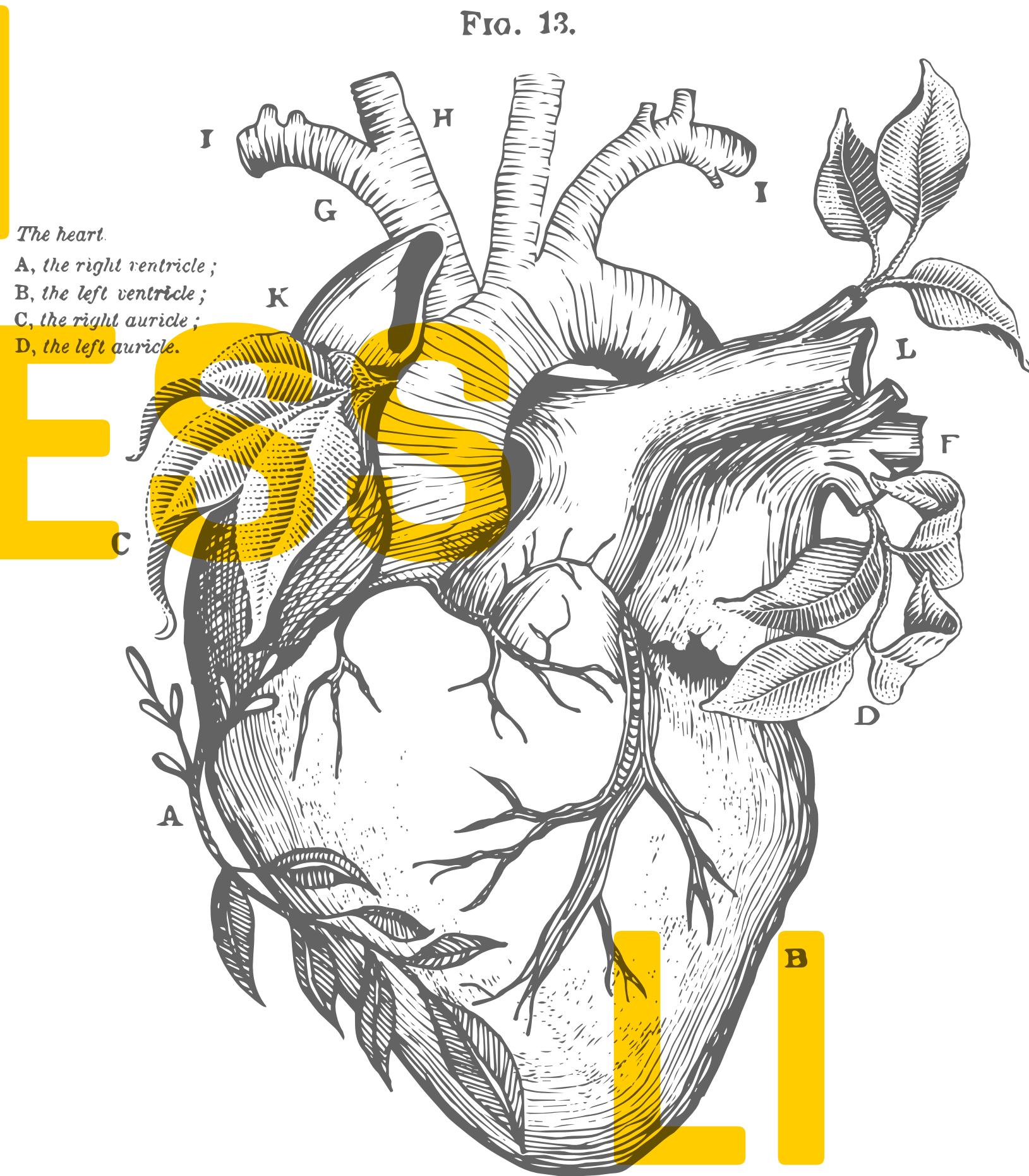




# BUSINESS LIVES



## REINVENTING BUSINESS WITH PEOPLE'S COLLABORATION

WE ARE A CONSULTANCY  
COMPANY WORKING TO ENABLE  
MANAGEMENT PROCESS  
INNOVATION PROCESSES IN THE  
ORGANIZATIONAL CULTURE AND  
IN THE DEVELOPMENT OF NEW  
BUSINESS OPPORTUNITIES.

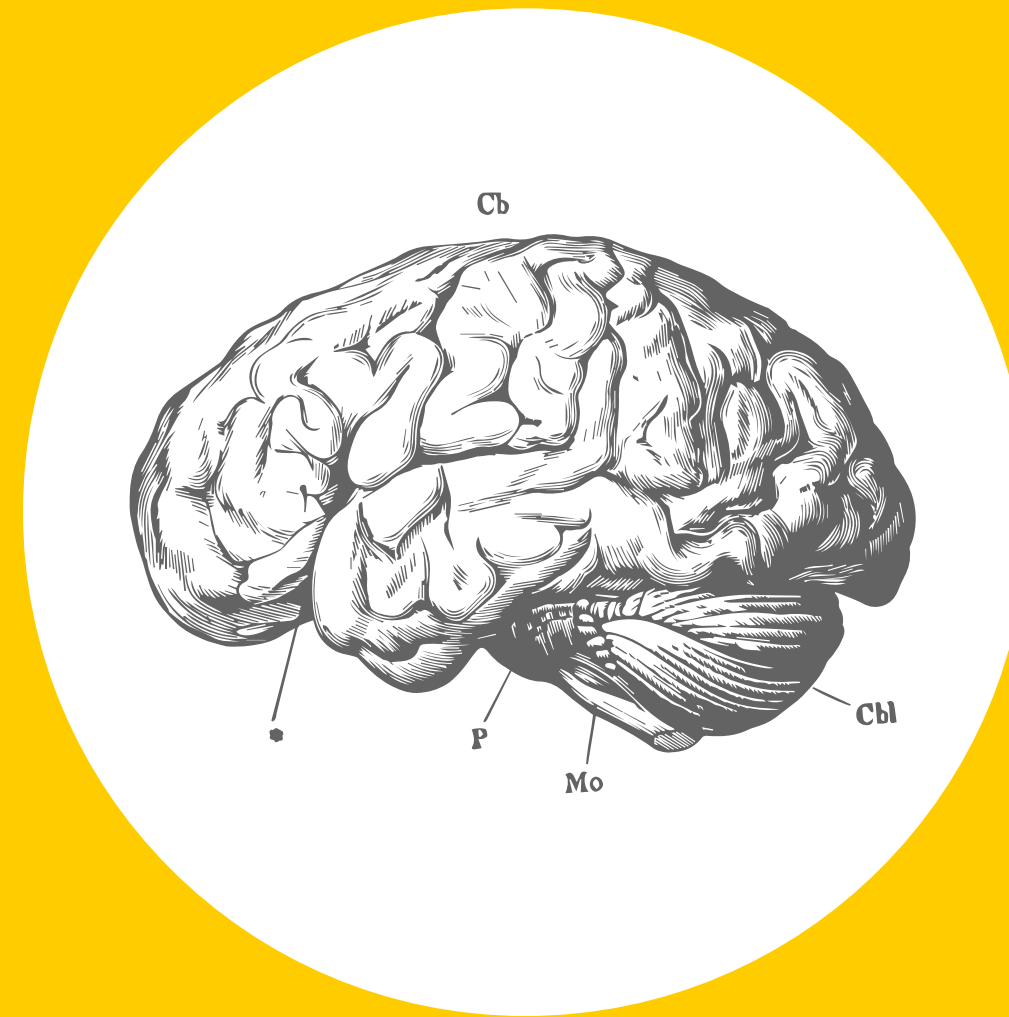
IN ORDER FOR  
ORGANIZATIONS TO  
INNOVATE WITH BROADER  
IMPACT AND DEEPER  
RELEVANCE, THEY MUST  
FIND MEANING IN THEIR  
ACTIONS. WITH CONSCIOUS  
PEOPLE COMES A LONG-  
LASTING BUSINESS.

Nômade has been operating since 2008 as a multidisciplinary creative group, assisting private and public organizations and third sector institutions in the development of innovation towards the common good.

Driven by Strategic Design and Systemic Psychology methodologies, it targets results that mutually benefit the organization and society.

WE IMPROVE THE  
INNOVATION POTENTIAL  
OF ORGANIZATIONS TO  
GENERATE RELEVANT  
IMPACT, STRENGTHENING ITS  
POSITION IN THE MARKET  
AND BENEFITING SOCIETY.

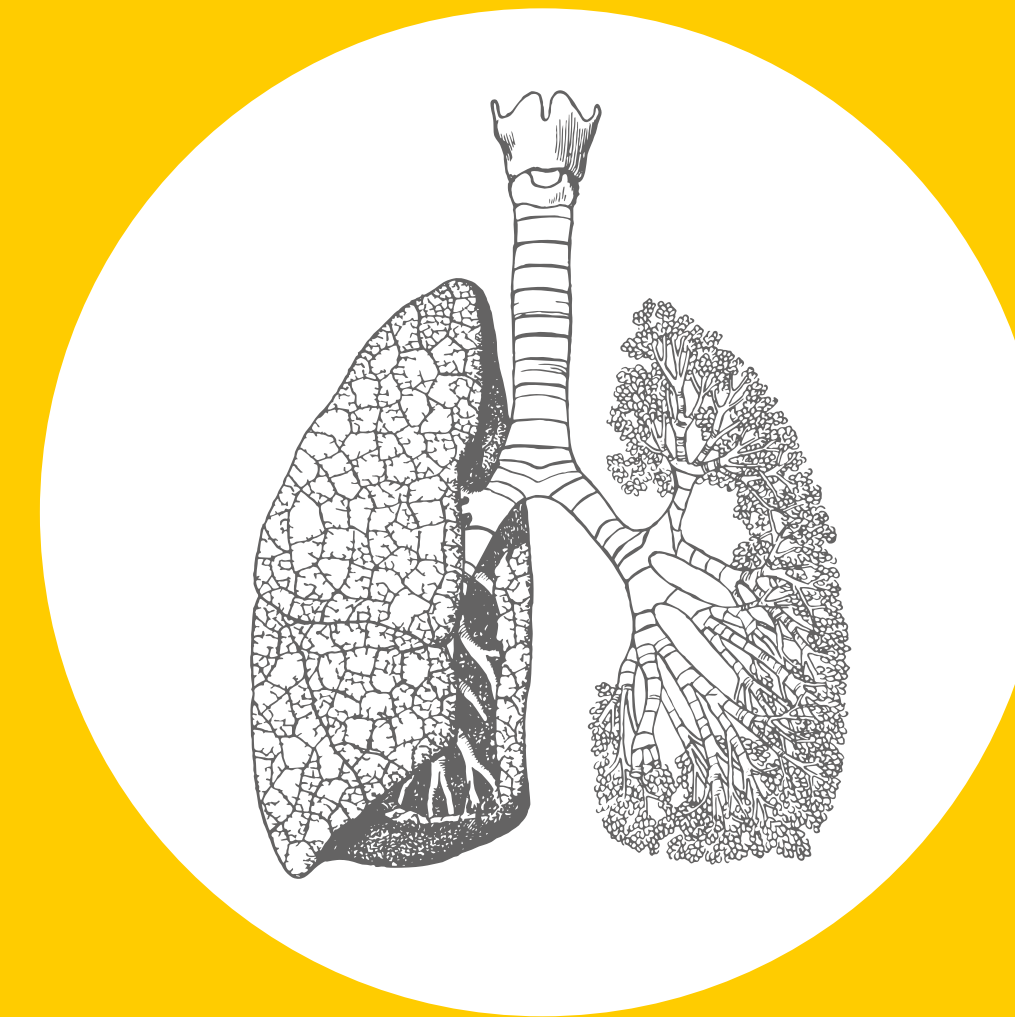
We operate in two different  
areas, creating customized  
processes for the specific  
needs of each organization.



## TEAM DEVELOPMENT

### ORGANIZATIONAL CULTURE, STAFF AND TEAMS DEVELOPMENT

Cultures, Processes, Attitudes  
and Behaviors to innovate with  
conscience.



## NEW BUSINESSES

### DEVELOPMENT OF NEW BUSINESS MODELS

Strategic Design for the elaboration  
of projects and product-service  
systems caring a cause/purpose.



## WE INNOVATE WITH:

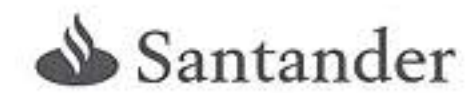
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MERCUR<sup>®</sup>



ENGie



PARALLAX



# OUR USE CASES

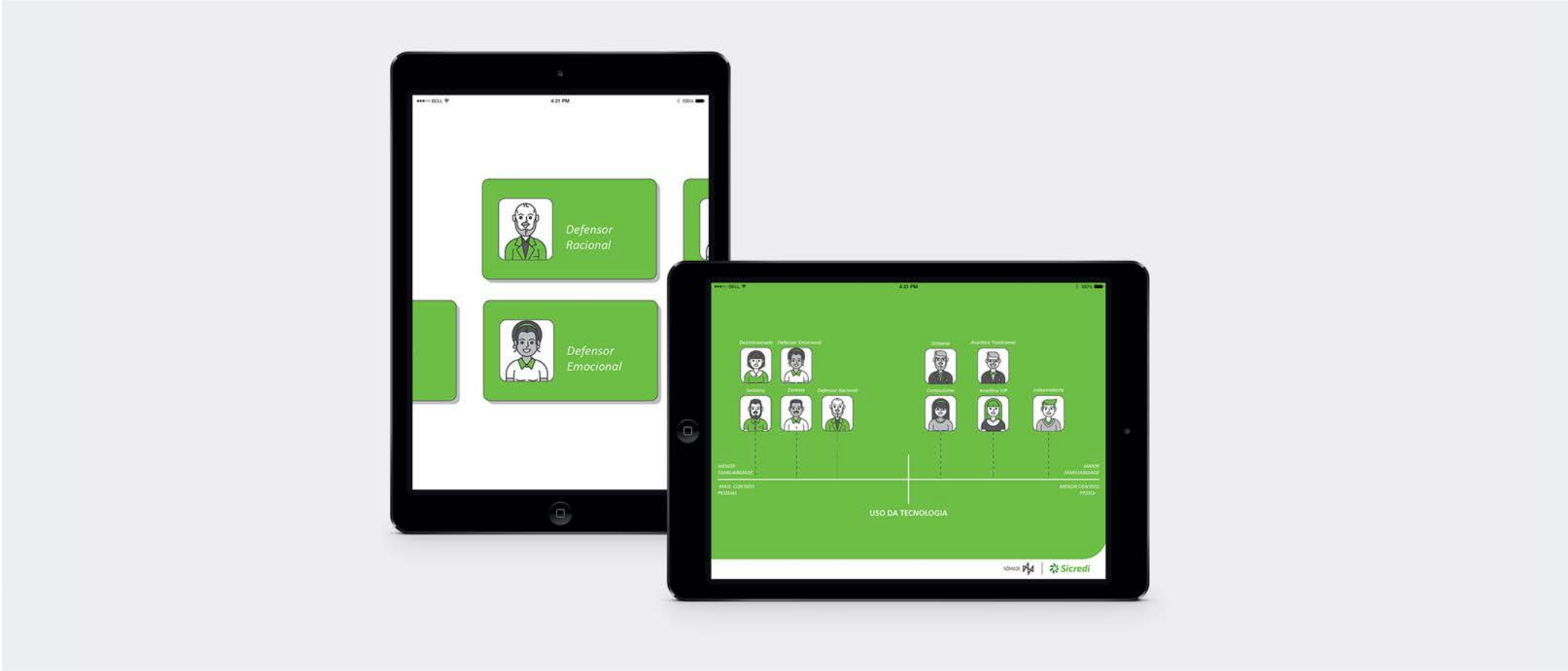
# PERSONALIZED RELATIONSHIP WITH EMPLOYEES

## INITIAL CHALLENGE:

Initial Challenge: Sicredi came to Nômade because they needed to understand how the relationship with their active and inactive corporate members was being conducted. The goal was to make the relationship more humane and personalized, creating a common and meaningful language.

## THE RESULT:

After creative strategic talks with members and branch leaders, we identified distinct characteristics that allowed us to synthesize different personality profiles. Therefore, we developed a value map with strategic directions to assist internal teams in interacting with members in a more personalized fashion, understanding their different profiles, behavior, needs and lifestyle.





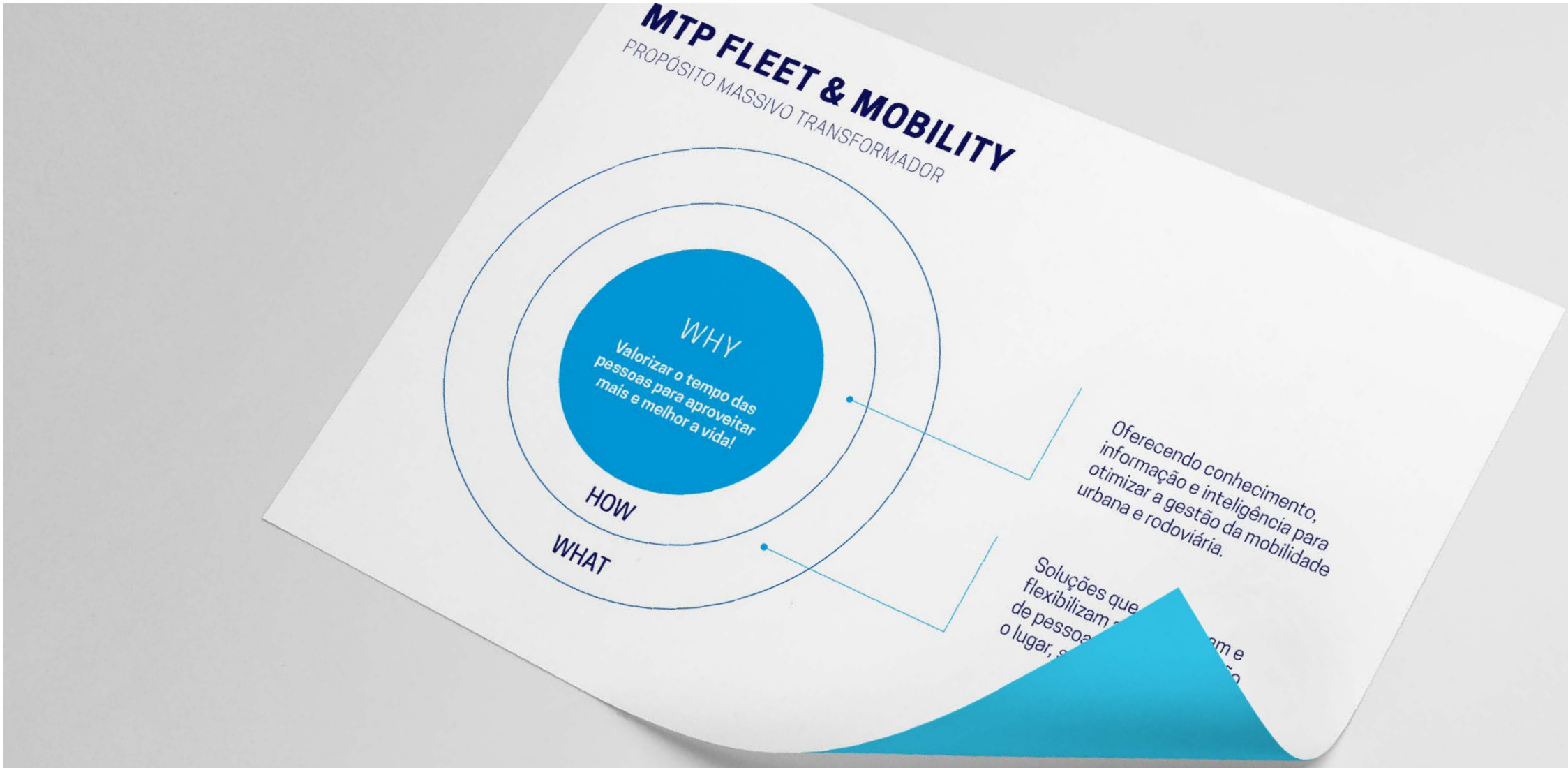
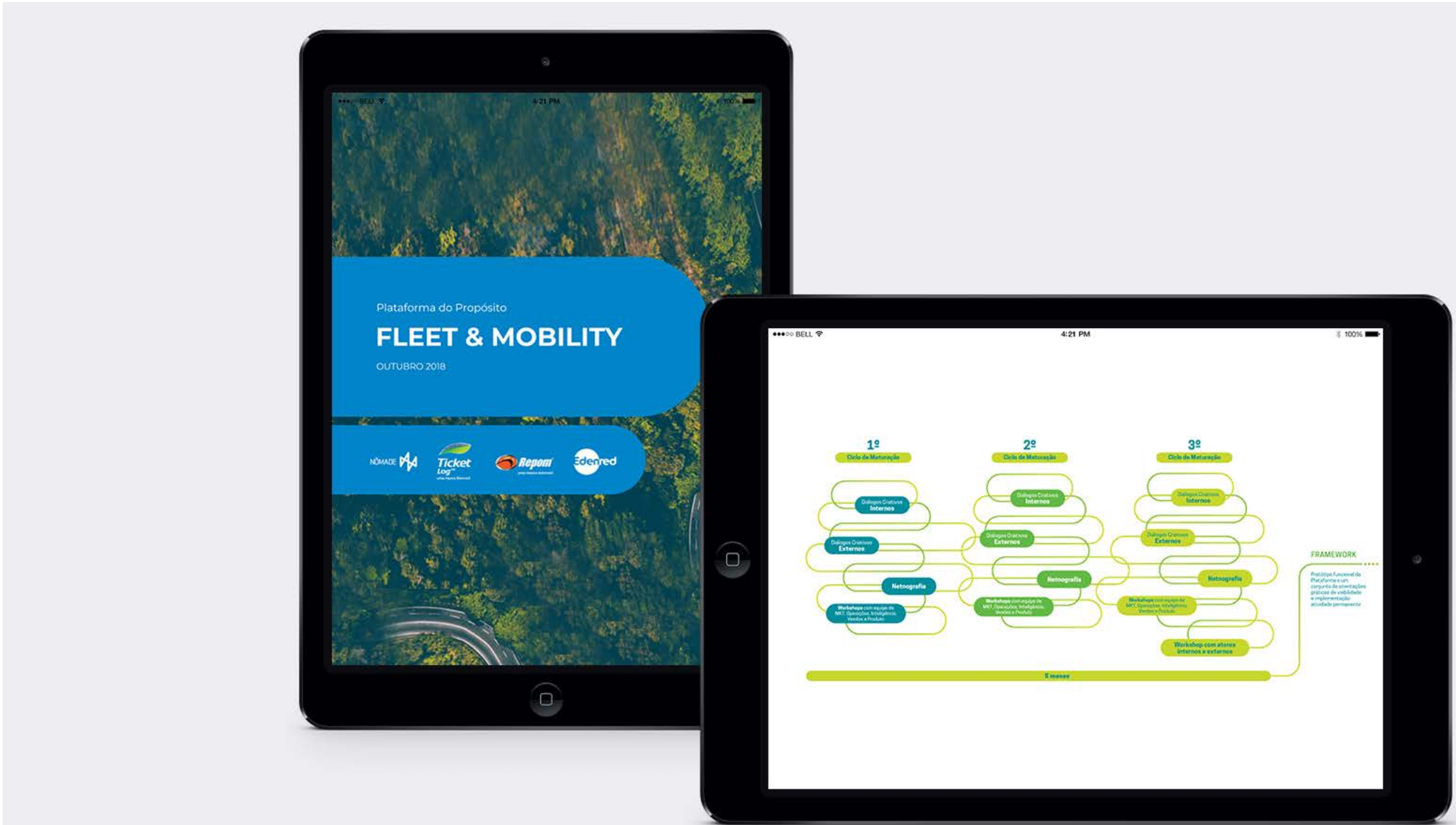
# PURPOSE PLATFORM DEVELOPMENT FO TICKETLOG AND REPOM

## INITIAL CHALLENGE:

The project began by proposing to widen the concepts of sustainability, mobility, creativity and innovation [corporate pillars of the two brands]. Several sessions were conducted with clients, suppliers, employees and interested partners After long consideration, it was necessary to build a Purpose Platform for both organizations.

## THE RESULT (ONGOING PROJECT):

Strategic guidelines aligned with the company boards of directors to renew the perception of the value the business delivers. Alignment with and follow-up on all organizational areas to assist implementation.





# ACKNOWLEDGING STAFF AS A BUSINESS STRATEGY

## INITIAL CHALLENGE:

The Digital area of Nike Brasil is of great importance strategy for the business, as more and more the company is being oriented towards an online operation, with the “.com” channel being an important focus of attention. Qualify the team and providing development opportunities is a constant challenge.

## THE RESULT:

Creation of the Program “Self+Team Awareness” – an employee personal discovery process – together with the analysis of relationship potential and team improvement possibilities. A Program that values people, providing guidance and insights that connect personal life with professional development.





# DEVELOPMENT OF NIKE BRAZIL'S NEW GENERATION OF LEADERS

## INITIAL CHALLENGE:

Within what context are we to develop leadership? Nike hired Nômade to propose a Program with consistency and depth in two levels: strategic skills to resolve business challenges + behavioral competences for the personal development of managers.

## THE RESULT (ONGOING PROJECT):

Next Gen is a life Journey with two business challenges. Over 07 months, two teams of senior managers received technical training and personal guidance in meetings that combines strategic planning and competence development tools. These projects are currently being implemented.



Immersion workshop to kickstart the Program, using Co-Design tools and Mindfulness practices. Personal maps, elaborated during the self-assessment process, offer understanding and guidance according each employee's profile.





# BRANDING STRATEGIC THAT TOOK OVER THE WORLD

## INITIAL CHALLENGE:

Create a branding strategy for Green Social Bioethanol. This also included the branding positioning. Improving the company awareness in the international market.

## THE RESULT:

New positioning, new visual identity that is attractive to the market, logo awarded at a renowned graphic design event and the first business deal closed in Africa.



Identity developed by Nômade and the derivations of the brand applied in different company contexts.



# “DIVERSIDADE NA RUA” MERCUR AND THE COMMUNITY UNITED FOR INCLUSION

## INITIAL CHALLENGE:

Visualize possibilities of project development related to education, opening new integration channels with the public, rethinking the role of the industry and generating benefits for the business and for society.

## THE RESULT:

“Diversidade na Rua” Project, which created digital and analog channels to think about solutions for people with special needs together with the community, placing Mercur in facilitator position of an of an open network process.



Co-creation workshops for Diversidade na Rua products, a discovery and experimentation process accomplished together with the groups participating in the network.



## “DIVERSIDADE NA RUA: MERCUR AND THE COMMUNITY UNITED FOR INCLUSION

“Diversidade na Rua” Resource Almanac, with the products developed through a process involving several groups from the Diversity network. In order to make the Almanac accessible, a research group – SINAIS – was co-created with a set of illustrations and written sign language for each product and color. The Resource Almanac may be accessed [here](#).





# HR EMPOWERED TO LEAD CHANGES AFTER AN ORGANIZATION RESTRUCTURE

## INITIAL CHALLENGE:

Guide the Engine Brazil's HR to the group's new purpose and global strategic perspective. Stimulate HR staff perception as agents of change.

## THE RESULT:

Identification of opportunities and obstacles. Clearer view regarding ways and actions that stimulate change in the work environment.





# BUSINESS IMPLEMENTATION FOCUSED ON SHARING KNOWLEDGE

**INITIAL CHALLENGE:**

Assist two experienced partners in the creation of a service company focused to sharing knowledge.

**THE RESULT:**

Recreation of their business. Design of concepts, attributes, name, visual identity and brand positioning.



Business visual and material identity.

PARALLAX



# BUSINESS IMPLEMENTATION FOCUSED ON SHARING KNOWLEDGE

Besides the name and concept, Nômade Studio was responsible for the visual identity of the brand. A brand manual was created for the company, based on defined parameters





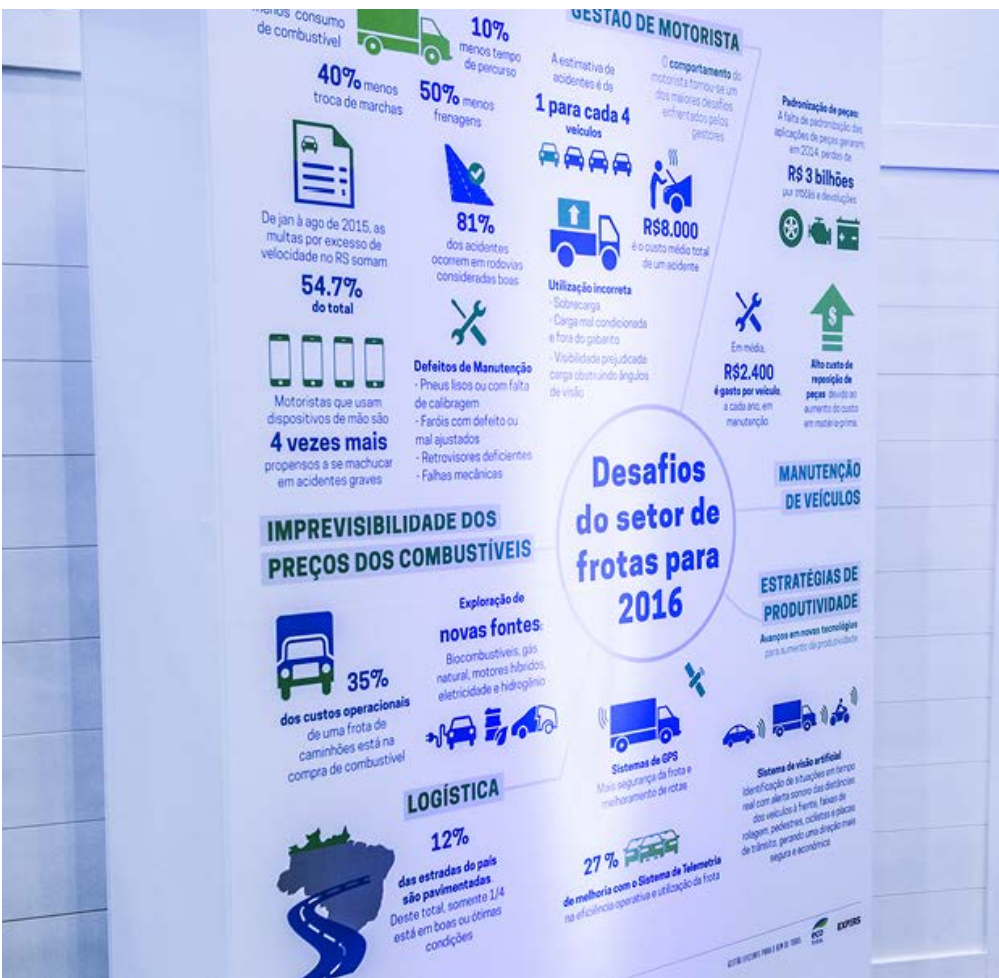
# COCREATION: COLLABORATIVE CONSTRUCTION OF FUTURE SCENARIOS, BASED ON CUSTOMERS ASSUMPTIONS

## INITIAL CHALLENGE:

Co-create solutions, together with clients, on the vehicle maintenance service provided by Ticket Log.

## THE RESULT:

Design of KPI's guidelines and new app interface.

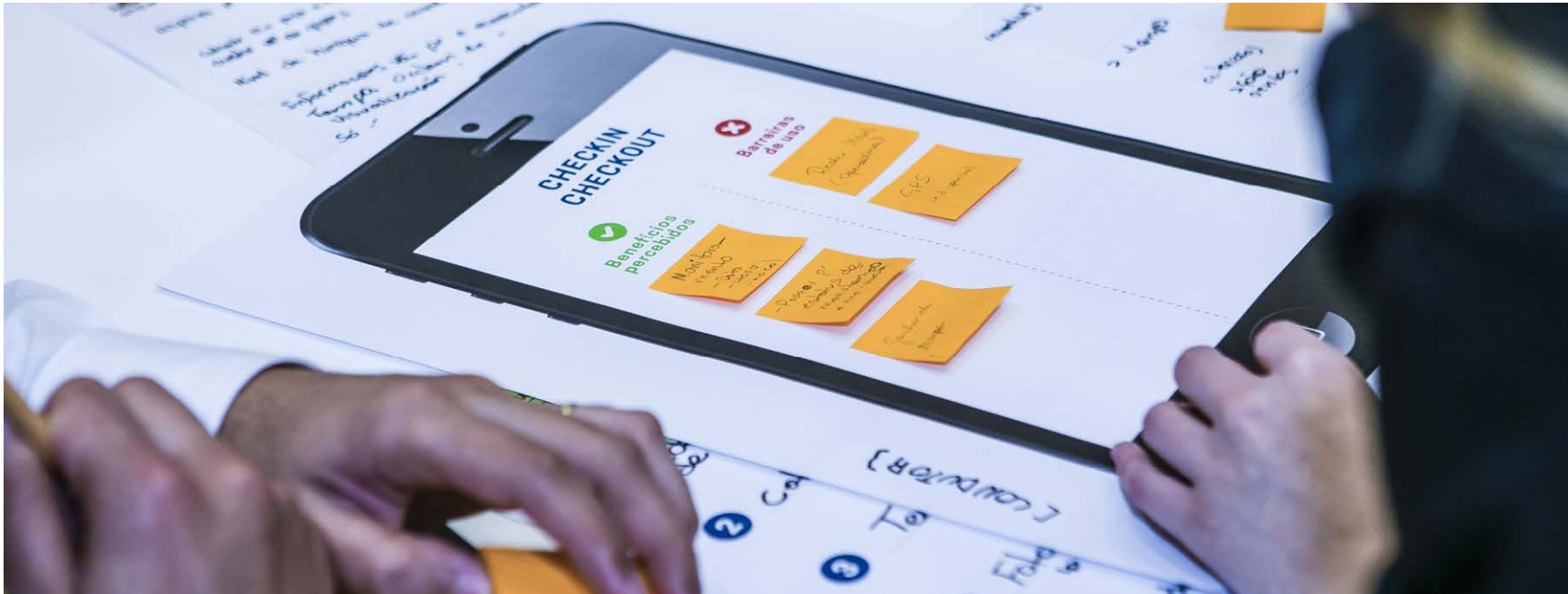


Setting developed for the workshop.



**COCREATION: COLLABORATIVE CONSTRUCTION OF FUTURE SCENARIOS, BASED ON CUSTOMERS ASSUMPTIONS**

Tools developed to broaden knowledge on Ticket Log maintenance mobile platform and validation of some solution possibilities.





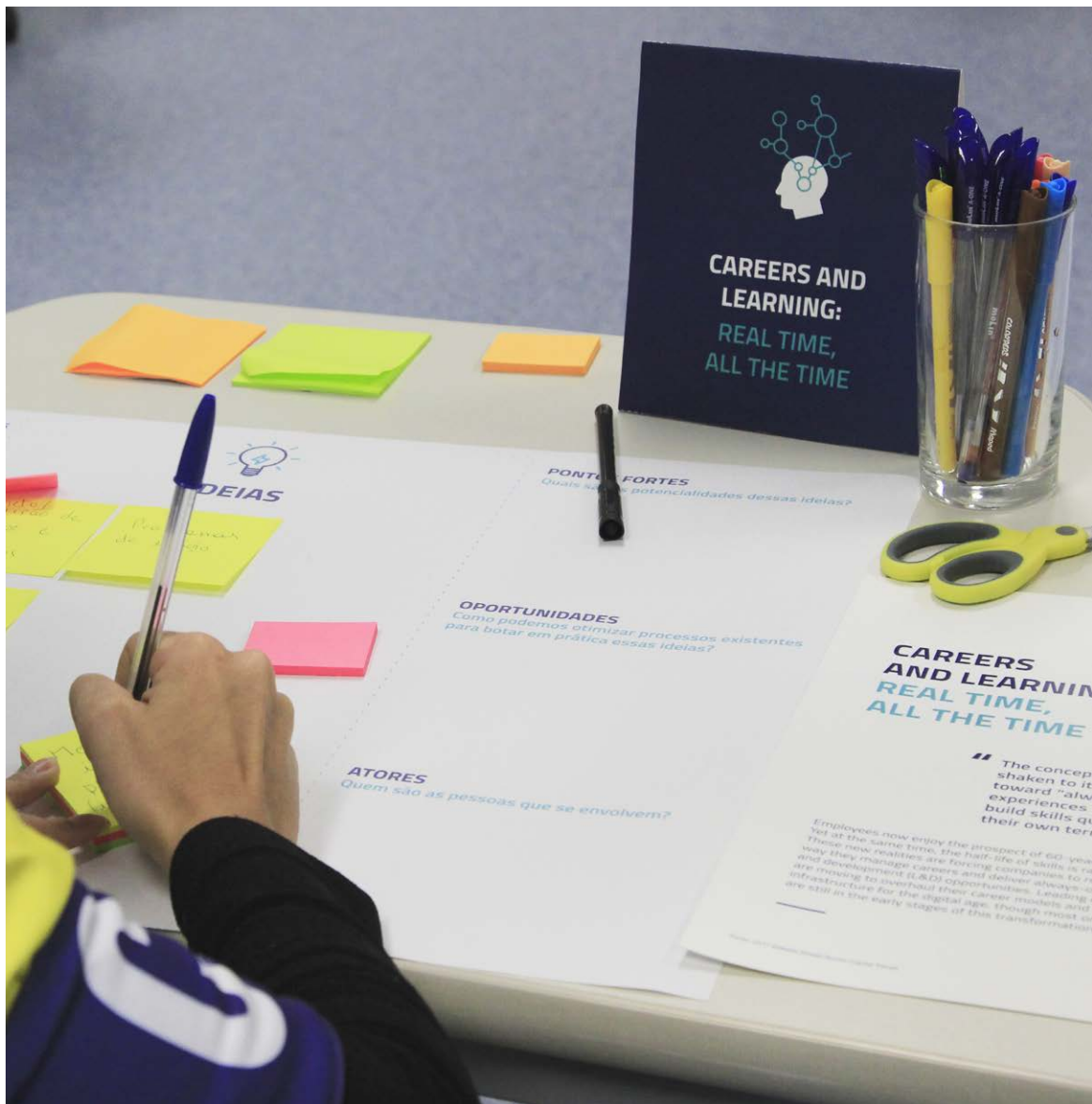
# CO-CREATE TO INCREASE TALENT ATTRACTION

## INITIAL CHALLENGE:

Contribute to creating a strategic talent attraction and retention plan with the HR, integrating the organization as a whole in solution strategies.

## THE RESULT:

Wide perception of new possibilities and better articulation of existing resources. Identification of the action focus with a list of priorities, as well as larger integration and synergy among HR team.



Co-creation workshop with tools developed to deepen knowledge.



# CASES

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For each and every project developed together with those organizations that inspire us so, we have built an impacting and transforming work process.

Click [here](#) to access Nômade cases.



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