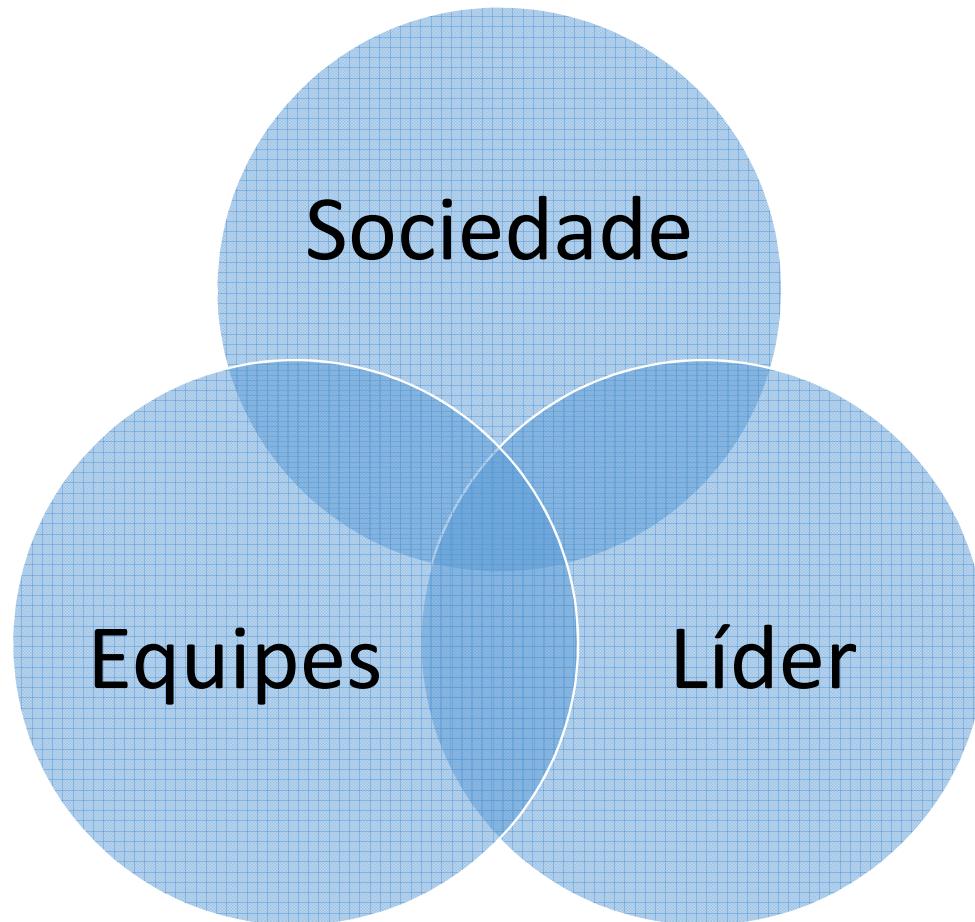


Liderança e colaboração entre gerações no mundo digital

Eduardo Estellita



Eduardo Estellita



- Engenheiro de Produção e Matemático pela PUC-Rio com Mestrado na Ecole Centrale de Paris
- Gestão de mudança na L'Oréal, InBev e Nespresso (Europa)
- Consultor organizacional especialista em diversidade geracional, interculturalidade e liderança
- Coach executivo certificado pela Federação Internacional de Coaching (+500 h de experiência)
- Palestrante na França, Bélgica, Inglaterra e Brasil
- Professor regular na Casa do Saber
- Coautor dos livros “Coaching de Carreira” e “Coaching e autorrealização”



Coaching



Liderança de jovens



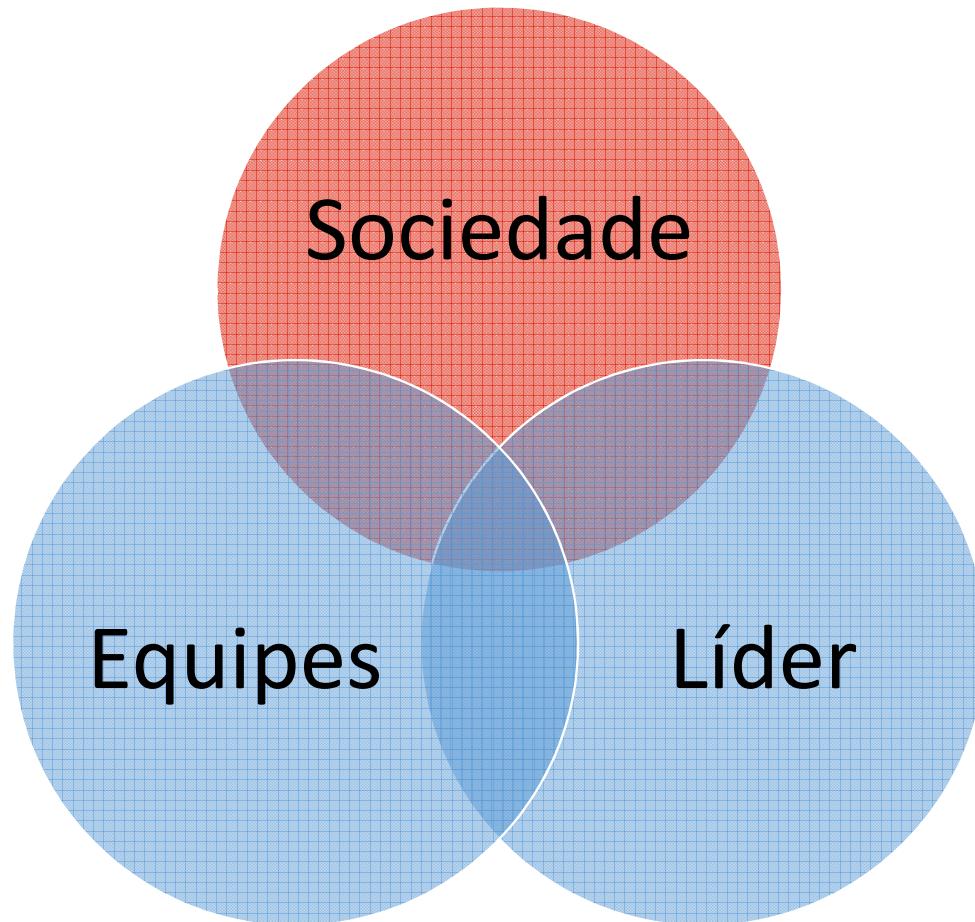
Fale em público



Intercultural

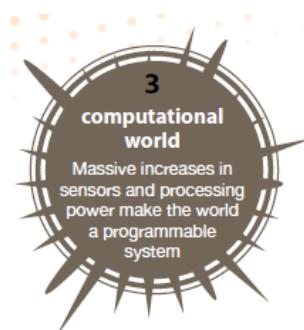
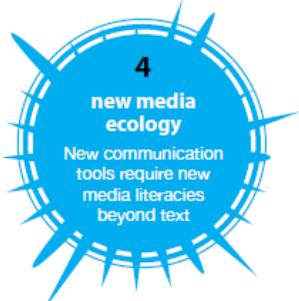


Intergeracional e
Geração Y



6 megatendências para 2020

1. Longevidade extrema
2. Nascimento de máquinas e sistemas inteligentes
3. Mundo computacional

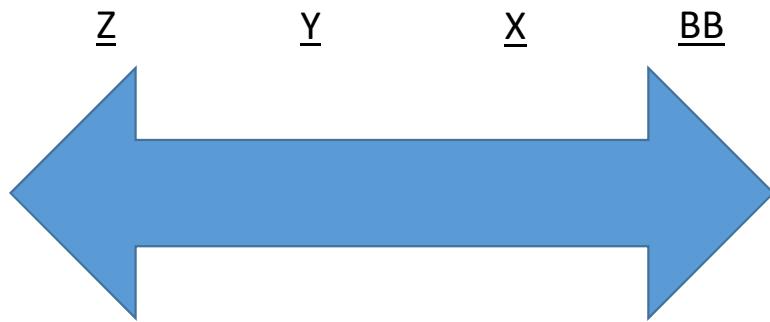


4. Novo ecossistema de comunicações
5. Organizações superestruturadas
6. Mundo interconectado

Fonte: Institute for the Future, 2011

4 gerações no trabalho

Geração Z
Entrada precoce
no mercado de
trabalho



Baby Boomers
Aposentadoria
adiada

Jovens gerações:
48% da PIA
(IBGE 2015)

+ 65 anos:
10% da PIA
(IBGE 2015)



Baby Boomers

1946-1964



Geração X

1965-1977



Geração Y

1978-1995



Geração Z

1996-?

Inteligência artificial



Researchers took a shot at estimating how technology will affect the job market in 20 years. Find your job below to see what the data say about your future.

Construction and Extraction

Highway Maintenance Workers



Highway Maintenance Workers have a

87.4%

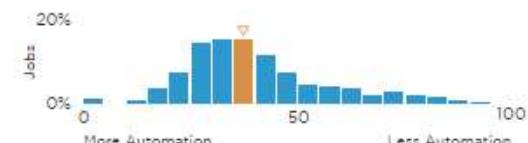
chance of being automated.

How do we know this? Some aspects of a job are easier to automate than others. It all depends on the tasks. Look at the orange bars to see how Highway Maintenance Workers compare with other professions...

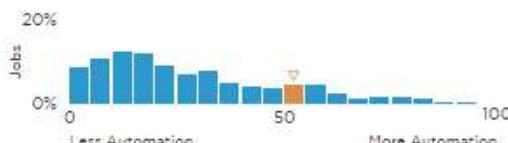
Do you need to come up with clever solutions?



Are you required to personally help others?



Does your job require you to squeeze into small spaces?



Does your job require negotiation?



Notes

This is a selection of jobs from the paper. Some jobs were renamed to make them easier to compare. The four traits are the four traits they found to be most important.

[http://www.oxfordmartin.ox.ac.uk/downloads/academic/
The Future of Employment.pdf](http://www.oxfordmartin.ox.ac.uk/downloads/academic/The_Future_of_Employment.pdf)

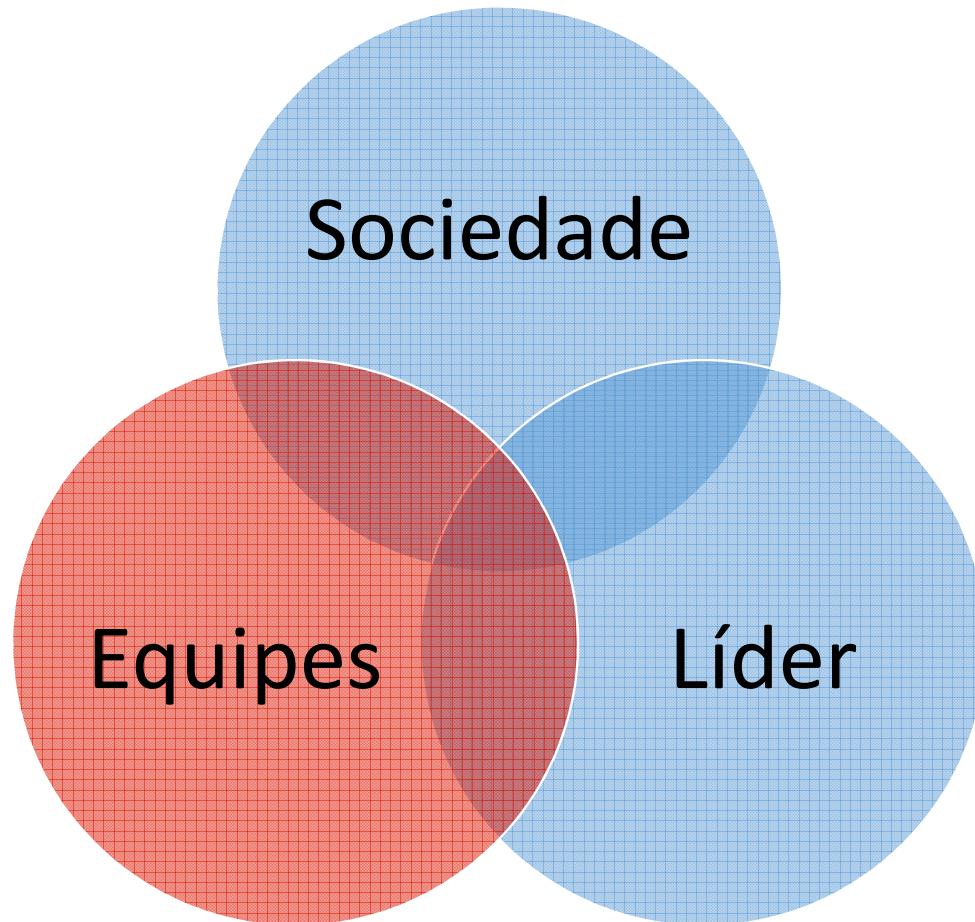
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User Experience Specialist Change Manager
App Developper
Climate Specialist User Interaction Specialist
IT Compliance Manager
Knowledge Transfer Manager
Organizational Culture Consultant
Organizational Development Manager
Artificial Intelligence Developper
Neuromarketeer
Data Security Expert Data Scientist
Corporate Education Analyst Bioengineer
Social Media Expert

Computerisation bottleneck	O*NET Variable	O*NET Description
Perception and Manipulation	Finger Dexterity	The ability to make precisely coordinated movements of the fingers of one or both hands to grasp, manipulate, or assemble very small objects.
	Manual Dexterity	The ability to quickly move your hand, your hand together with your arm, or your two hands to grasp, manipulate, or assemble objects.
	Cramped Work Space, Awkward Positions	How often does this job require working in cramped work spaces that requires getting into awkward positions?
Creative Intelligence	Originality	The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
	Fine Arts	Knowledge of theory and techniques required to compose, produce, and perform works of music, dance, visual arts, drama, and sculpture.
Social Intelligence	Social Perceptiveness	Being aware of others' reactions and understanding why they react as they do.
	Negotiation	Bringing others together and trying to reconcile differences.
	Persuasion	Persuading others to change their minds or behavior.
	Assisting and Caring for Others	Providing personal assistance, medical attention, emotional support, or other personal care to others such as coworkers, customers, or patients.

Fonte:

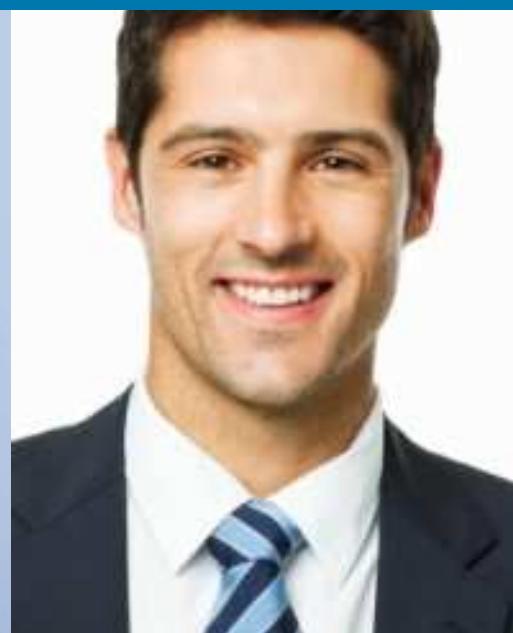
[http://www.oxfordmartin.ox.ac.uk/downloads/academic/
The Future of Employment.pdf](http://www.oxfordmartin.ox.ac.uk/downloads/academic/The_Future_of_Employment.pdf)



O maior desafio nas organizações ?

COMUNICAÇÃO

Canal preferencial



Baby Boomers



Geração X



Geração Y



Geração Z



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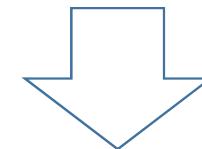
Atração de talentos

Tecnologia atrai colaboradores jovens...

Crise de talentos ?

Prestígio da universidade
Tipo de graduação
Nível de diploma
Anos de experiência / Idade
Anos de experiência no cargo
Competências técnicas

Desemprego: 13,7% (Abril 2017)



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Crise de talentos ?

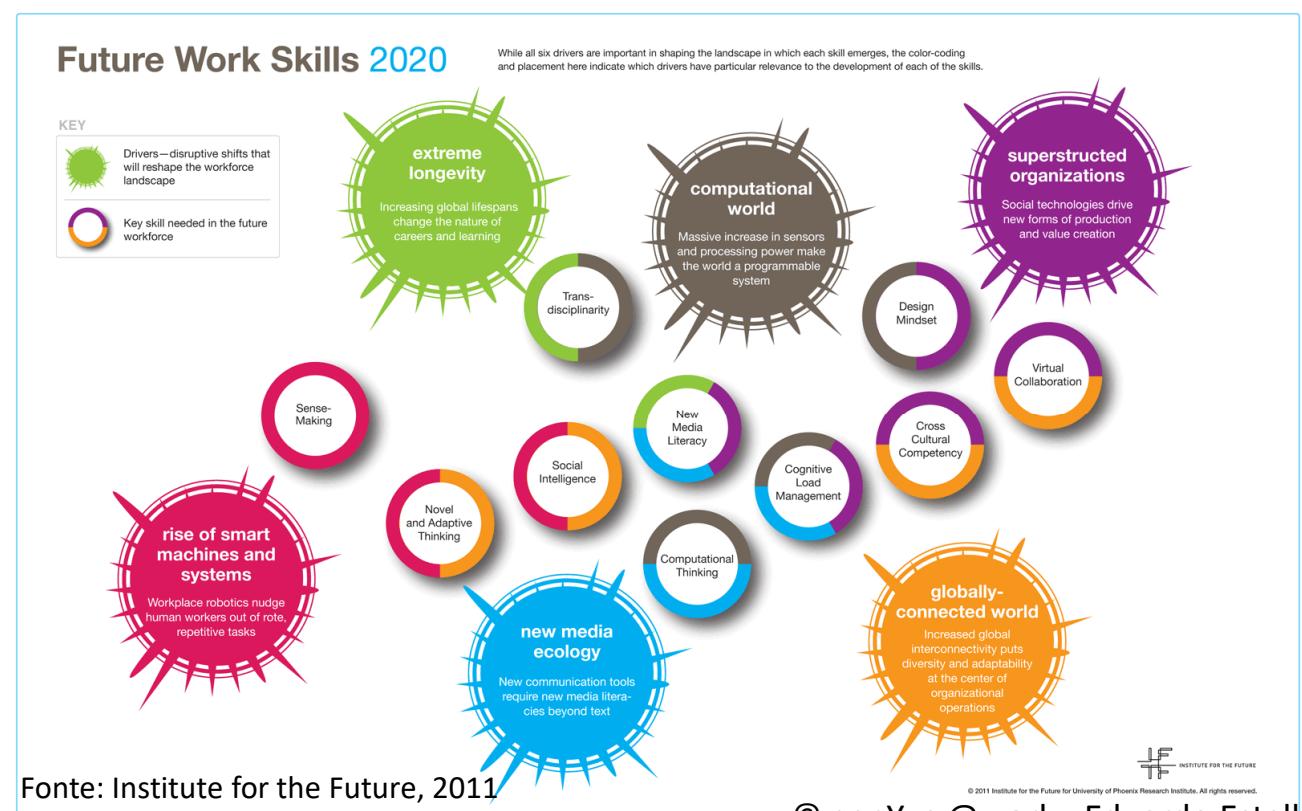
Growth mindset
Adaptabilidade e resiliência
Curiosidade intelectual
Espírito Crítico
Flexibilidade
Competências socioemocionais
Iniciativa e senso de dono
Competências correlatas em
experiências passadas
Provas de superação
Respeito à diversidade
Ética



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Competências essenciais para 2020

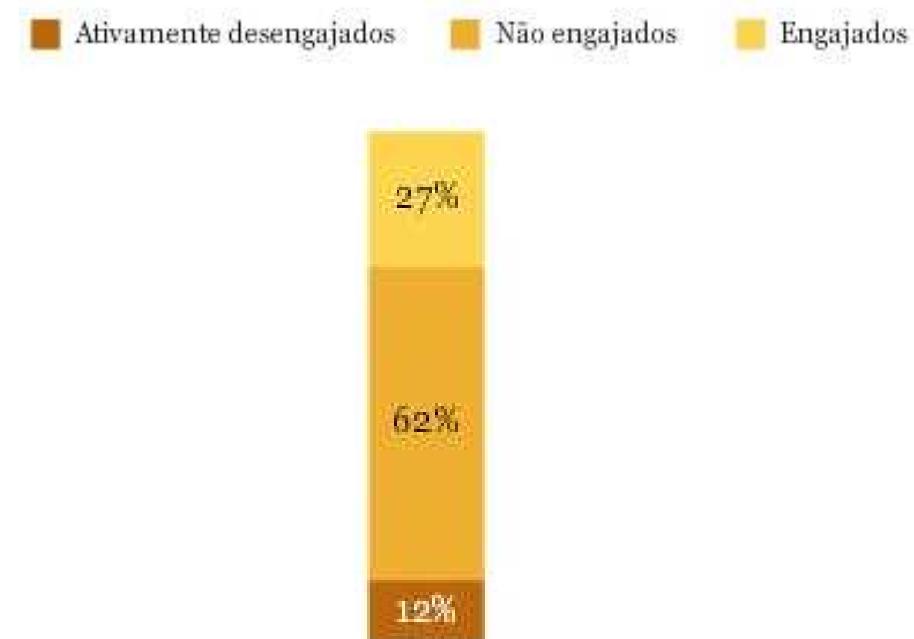
1. Produção de sentido
2. Inteligência social
3. Pensamento inovador e adaptativo
4. Competência intercultural
5. Raciocínio computacional
6. Comunicação em mídias emergentes
7. Interdisciplinaridade
8. Foco em design
9. Gestão da carga cognitiva
10. Colaboração à distância



Tecnologia atrai colaboradores jovens...

mas não é suficiente para engajá-los ou retê-los

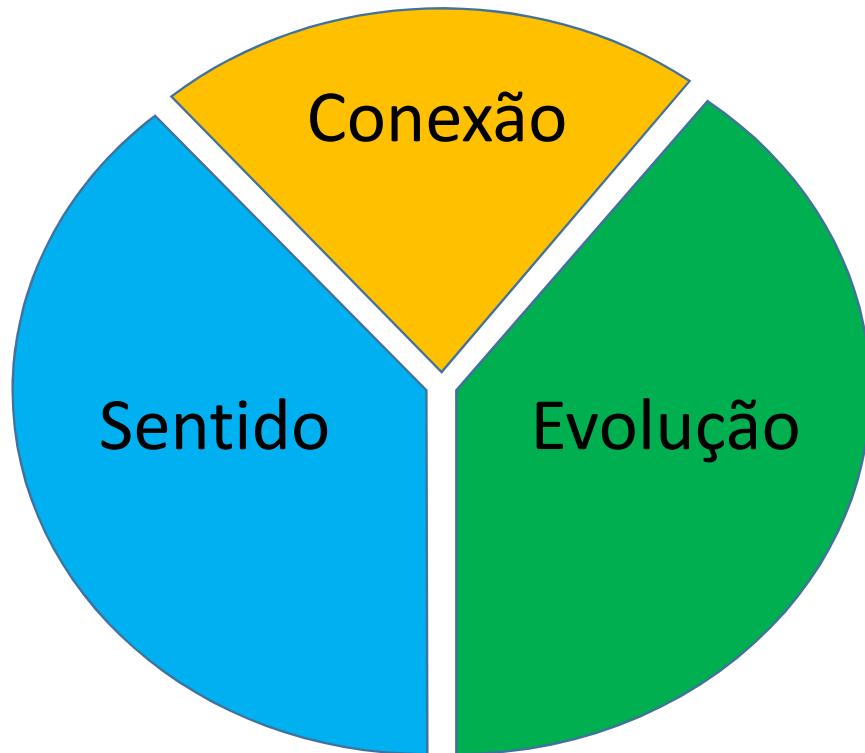
Engajamento dos brasileiros

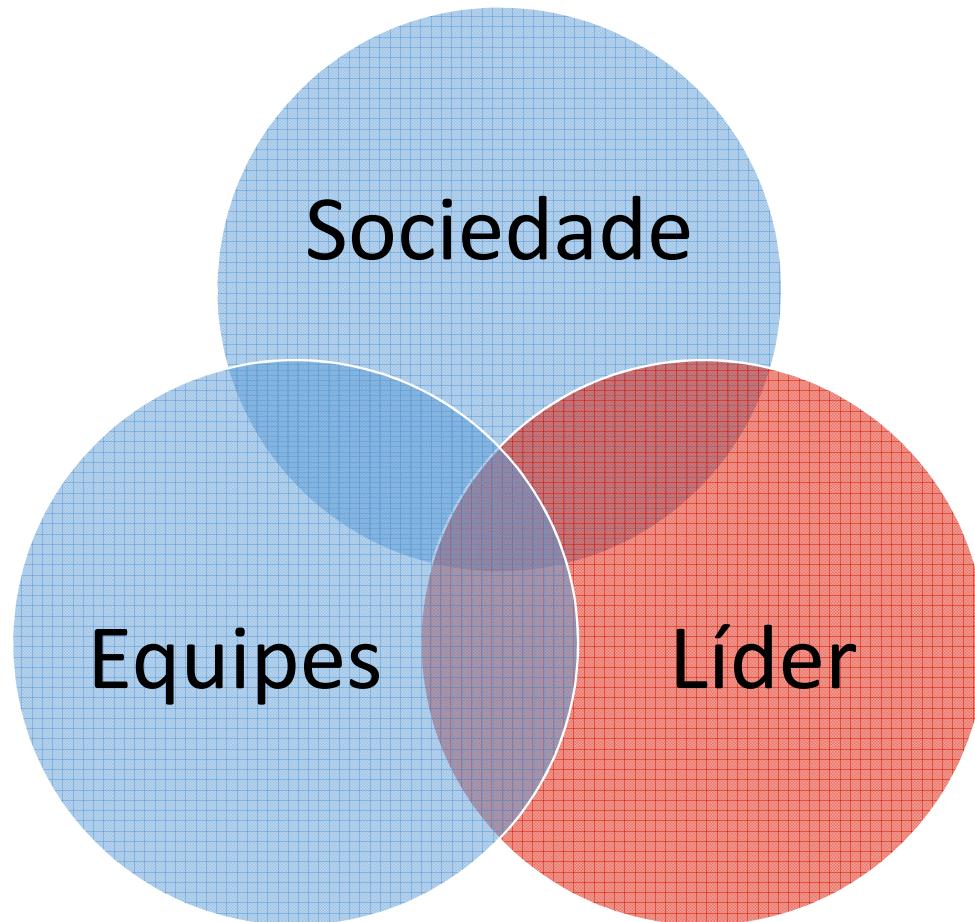


Fonte: Gallup

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Engajamento das jovens gerações





Modelo de gestão



Baby Boomers

Disciplinar/
Hierárquico



Geração X

Matricial/
Meritocrático



Geração Y

Flat/
Start-up



Geração Z

Em rede/
Participativo

Liderança autêntica

1. Somos todos únicos
2. Liderança além do básico não pode ser “treinada”
3. Liderança deve ser experimentada e adaptada ao contexto
4. Toda liderança começa com liderança de si
5. O líder autêntico integra as dimensões física, mental, emocional e espiritual



Liderança autêntica



Individualização



Experimentação



Coerência / alinhamento



Mindset de crescimento

Propósito

Competências

Comportamento

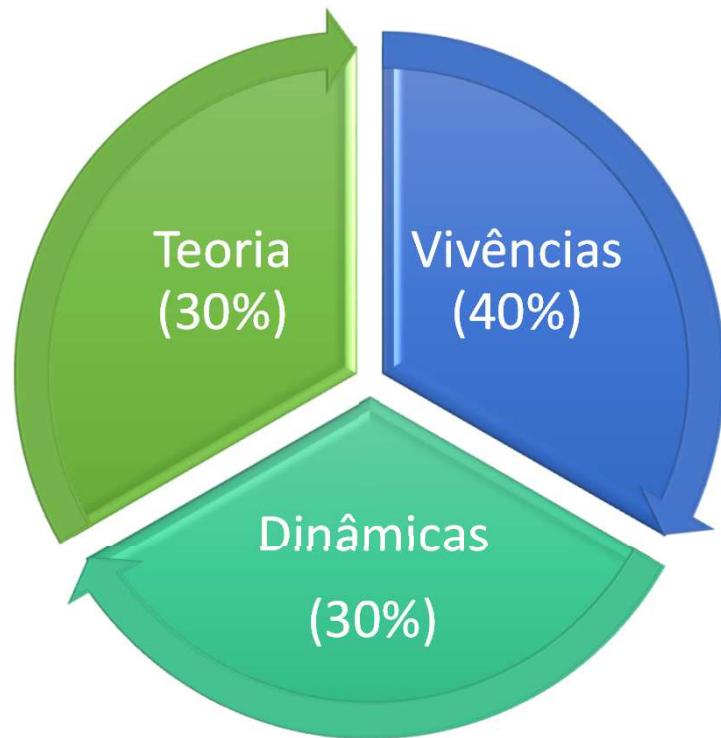
Inteligência socioemocional

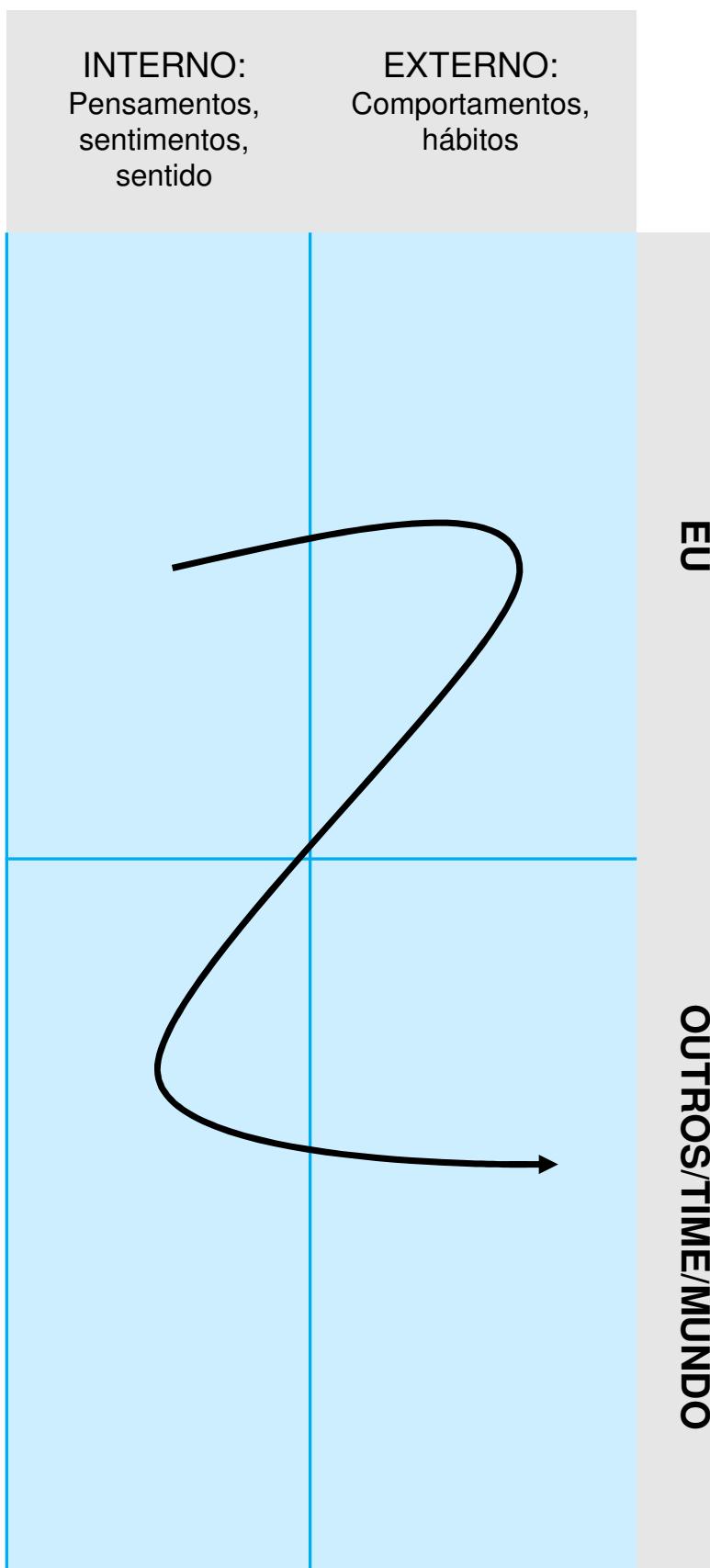
LeadNow! no Brasil

- Executivos, gerentes e high potentials
- Programas trainees
- Comunidades de empreendedores
- Líderes comunitários e ONGs
- Universidades e movimentos estudantis
- Aprendizes no ensino médio



Formato do programa



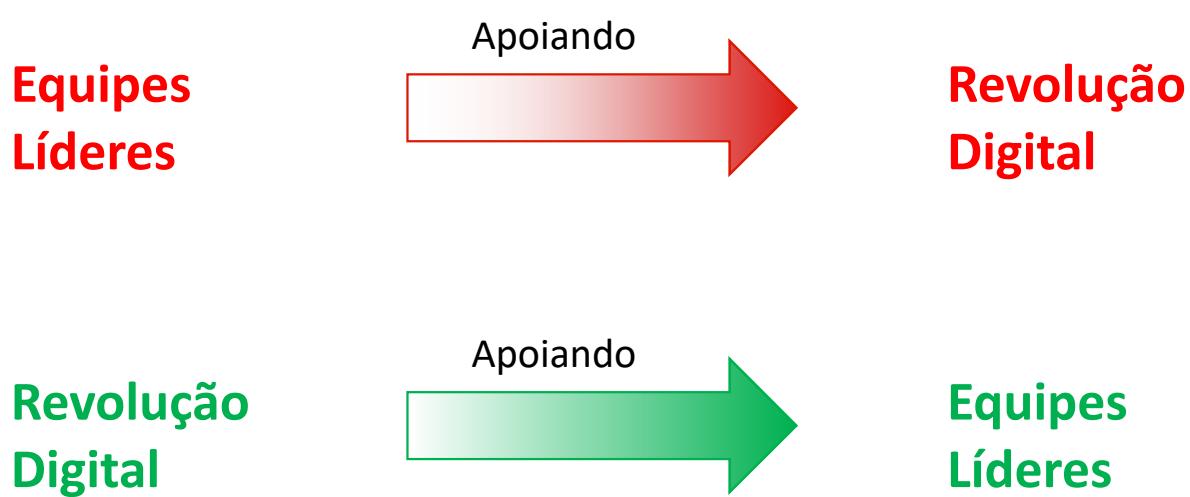


MPI
2017
SEMINÁRIO
DA MICRO
E PEQUENA
INDÚSTRIA

DIGITALIZE INDÚSTRIA
O FUTURO DIGITAL NOS NEGÓCIOS

FIESP
CIESP

Conclusão



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