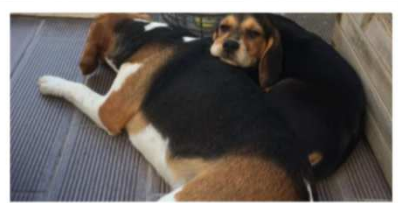




**CASADO. 2 FILHAS.**



**DONO DE 2 BEAGLES**



**TREINADOR DE HOQUEI  
EM PATINS**



**PILOTO DE CORRIDAS  
DE 24H DE KARTING**

 **45**

**PEDRO CRESPO**  
NOVABASE



**TALENT & CULTURE**



**E**NGAGEMENT  
**I**NOVATION  
**E**NERGY  
**I**NDUCTION

C E | E | O

**MAIOR CONSULTORA  
PORTUGUESA DE IT**

**+2.400 PESSOAS**

**+140M€ REVENUE**

**PROJETOS EM +35 PAÍSES**

**ESCRITÓRIOS EM +8 COUNTRIES**

**ISCTE 91/96**

Informática e Gestão de Empresas

**ANDERSEN / DELOITTE 96-03**

Consultor

**GRUPO NICOLAU DE SOUSA LIMA 03-04**

Ditador de Recursos Humanos

**VERDEGOLF 05-06**

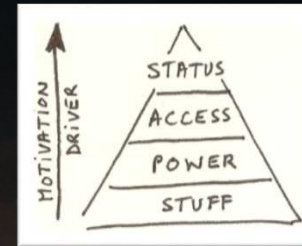
Diretor Financeiro

**NOVABASE 06-18**

# OS NOSSOS DESAFIOS

GAMIFICATION

DESIGN THINKING



**ATRAÇÃO**



**RETENÇÃO**



**CUSTO DE GESTÃO DE PESSOAS**





**01. GOALS**  
[PEOPLE & BUSINESS]

|             |                                     |
|-------------|-------------------------------------|
| CHALLENGES  | HAPPINESS<br>TRANSPARENCY<br>GROWTH |
| REWARD      |                                     |
| RECOGNITION |                                     |

**02. PLAYERS**  
[WHAT MOTIVATES THEM]

|                    |                        |
|--------------------|------------------------|
| ALTRUISM & MEANING | ACHIEVEMENT & FEEDBACK |
|--------------------|------------------------|



|                     |                     |
|---------------------|---------------------|
| STATUS & CONNECTION | CHOICE & CREATIVITY |
|---------------------|---------------------|

**03. DESIRED BEHAVIORS**  
[WHAT WE WANT PEOPLE TO DO]

|                              |                         |
|------------------------------|-------------------------|
| MEASURE IMPACT               | ENGAGE                  |
| REALIZE WHAT TO DO           | HAVE FUN                |
| GIVE & RECEIVE 360° FEEDBACK | BE ENERGIZED            |
| FOCUS ON OWN DEVELOPMENT     | MONITOR OWN PERFORMANCE |
| COMPARE WITH OTHERS          | UPDATE OWN PROFILE      |

**04. THE PLAYER EXPERIENCE**  
[IT'S NOT A GAME... IS A PROCESS]

|                      |                              |                     |                  |
|----------------------|------------------------------|---------------------|------------------|
| TRANSPARENCY         | DISCONNECT FEEDBACK & REWARD | 360° FEEDBACK       | SENSE OF CONTROL |
| FOCUS ON DEVELOPMENT | ACTION ORIENTED TRIGGERS     | CONSTANT CHALLENGES | SHORTER REACTION |

**05. AN ENGAGING THEME**  
[USE THE THEME AS AN EXTRA MOTIVATOR]

|               |                     |                  |             |
|---------------|---------------------|------------------|-------------|
| SPACESHIP     | MISSIONS FROM ABOVE | JOURNEY & ROUTES | BADGES      |
| PILOT COCKPIT | FLEET FEEDBACK      | ROUTE SUPERVISOR | ROUTE GOALS |

**06. THE PLAYER JOURNEY**  
[HOW THE EXPERIENCE & THEME PLAY ALONG]



**01. GOALS**  
[PEOPLE & BUSINESS]

|             |                                     |
|-------------|-------------------------------------|
| CHALLENGES  | HAPPINESS<br>TRANSPARENCY<br>GROWTH |
| REWARD      |                                     |
| RECOGNITION |                                     |

**02. PLAYERS**  
[WHAT MOTIVATES THEM]

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|                     |                     |
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**06. THE PLAYER JOURNEY**  
[HOW THE EXPERIENCE & THEME PLAY ALONG]

