

Portfolio of *Business Talks*





Our Services



STRATEGIC CONSULTING

- Digital Transformation
- Business Consulting
- Organizational diagnosis
- Strategic recommendations
- Business Modeling
- Commercial and marketing modeling



TALKS / LECTURES

- Motivational talks
- Technical lectures
- Kick-off talks
- Conference lectures
- Awakening of attitudes
- Dissemination of values
- Strategic Alignment



TEAM TRAINING

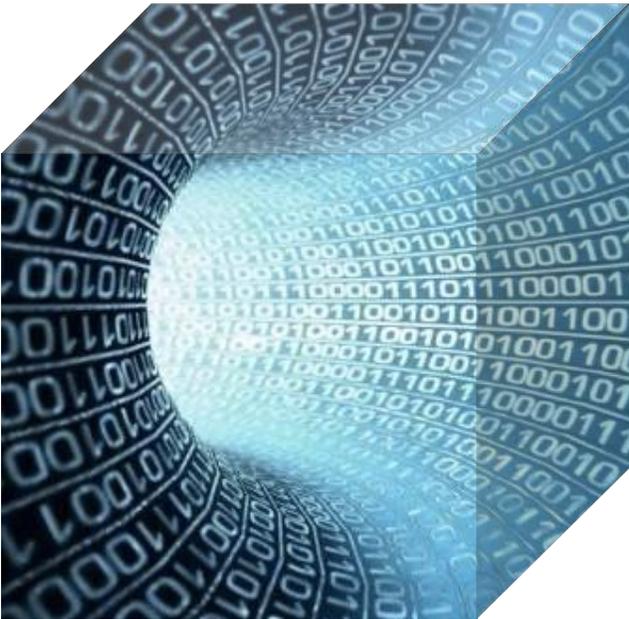
- Team development
- Technical skills team training
- Development of skills and competencies
- Alignment of your team's goals and objectives
- Application of trainings
- Development of trainings and evaluation trails

Some themes / Marketing



- Disney® Quality in Services
- Design Thinking for Agile Product Development
- Discover the Real Needs from Your Customers
- Holistic Marketing for the 21st Century
- Brand Placement on Social Media
(Instagram, Youtube, Facebook, AdWords etc.)

Some themes / Innovation



- Changing the Mindset to Intrapreneurship
- Big Data and Artificial Intelligence in Business
- The Blockchain Revolution as a Platform
- Automation of Activities and Decisions
- Cases of Innovative and Disruptive Companies
- 7 Tips to Seek Innovation

Some themes / Management



- Digital Transformation in Companies
- Disney® Team Management Model
- Causing Disruption in Business
- Become a Strategic Leader
- Designing Thinking in Business Modeling
- Agile Project Management

Some themes / Sales



- Build Value and Never Negotiate Price Again
- Disney® Model to Delight Clients
- Consulting Sales: be relevant to your clients
- Complex Selling Using Spin Selling
- Doesn't matter the product Price; what really matter is the Value



Main Figures

52 companies served

2,880 trained professionals

13,600 people attended our talks

16 participations in international events

Interviews for major mass media vehicles



Speaker's Profile

Fred Pacheco is an international speaker and consultant. He is member of the board of directors at Galleria Palms Hotel from Orlando, FL and has worked for the Digital Business and Innovation area of the Itaú-Unibanco Bank for six years.

He has started-up some companies as co-founder and advisor. Over his career, he has held executive positions in several companies, such as Michelin, IBM, Nokia, Boo-Box and Predicta in commercial and marketing areas.

Pacheco earned a Master degree from UNIFESP, an MBA focused on Leadership from Ohio University, an MBA from FGV and a bachelor degree in Social Communication from UFF. He has also a specialization in Innovation at Stanford.

At the academy, he teaches graduation courses at ESPM, BSP, IPOG, EADA in Spain and IEDE in Chile. He is the author of books.



<https://www.youtube.com/watch?v=6erSSXqvmFY>



<https://www.youtube.com/watch?v=QMJMvuY9Am8>

Results of our talks, lectures and classes



Increase the productivity of your team



Generate important insights



They empower your team



Expand the view of participants



Save time and money for your business



“IT’S A
BEAUTIFUL
DAY TO INSPIRE
PEOPLE”

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