

# VII ENCONTRO NACIONAL DE FORMADORES

INSTITUTO POLITÉCNICO DE VISEU  
18 NOVEMBRO 2019



**COMO APRENDE O CÉREBRO?**  
MEMÓRIA, ATENÇÃO E LIGAÇÃO

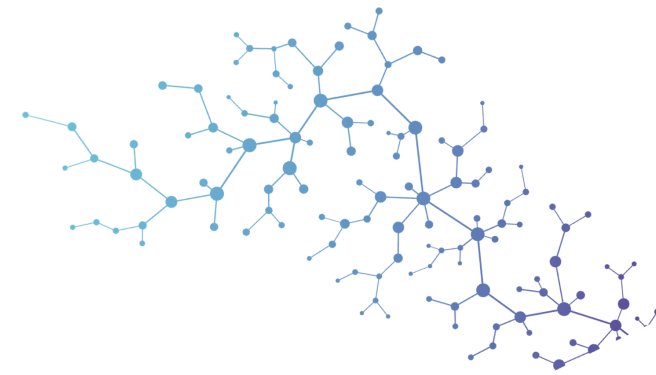
**NUNO MATEIRO**

Formador/Facilitador



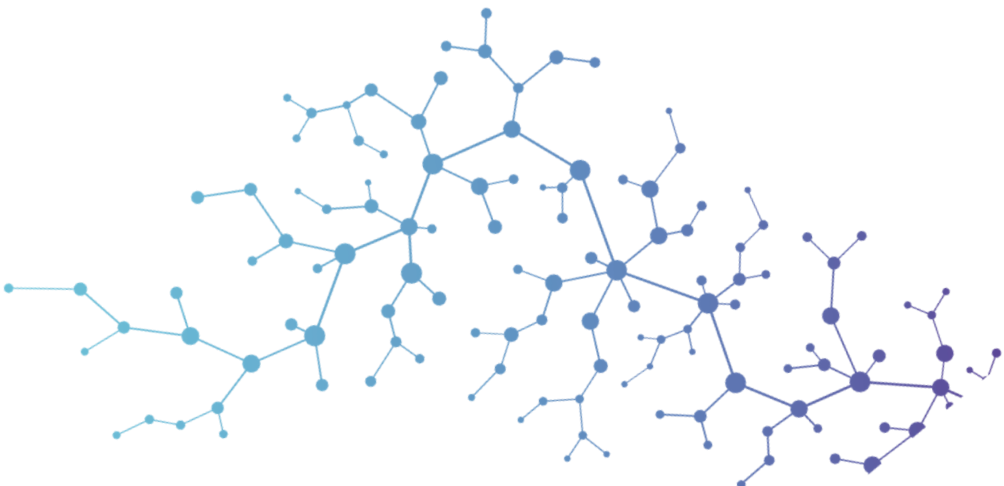
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**A brincar, seriamente**

Seriamente a Brincar





# O lado negro da Força



# O lado negro da Formação

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- Phasellus ac velit sed libero blandit consequat.
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- Aenean id risus vehicula, placerat lorem id, molestie diam.
- Curabitur ullamcorper nulla pulvinar dui finibus ullamcorper.
- Donec nec massa ultrices, dapibus orci molestie, placerat leo.
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# nunomateiro







# LEGO® SERIOUSPLAY®



















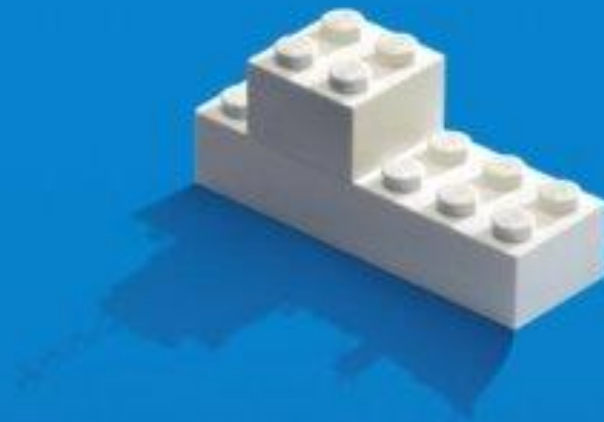


# O núcleo do processo LSP

1. Questão
2. Construção
3. Partilha
4. Reflexão



# Metáforas

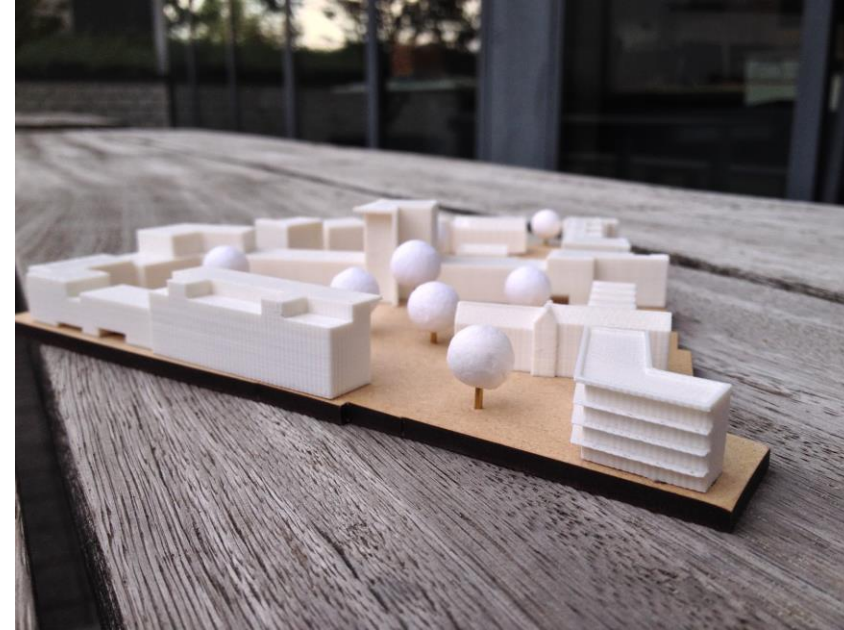
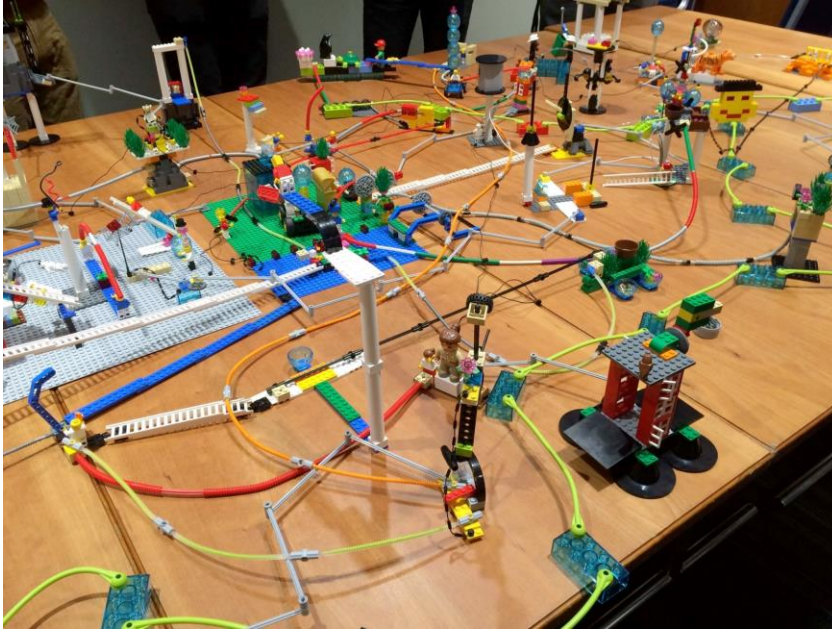


# V.A.C.



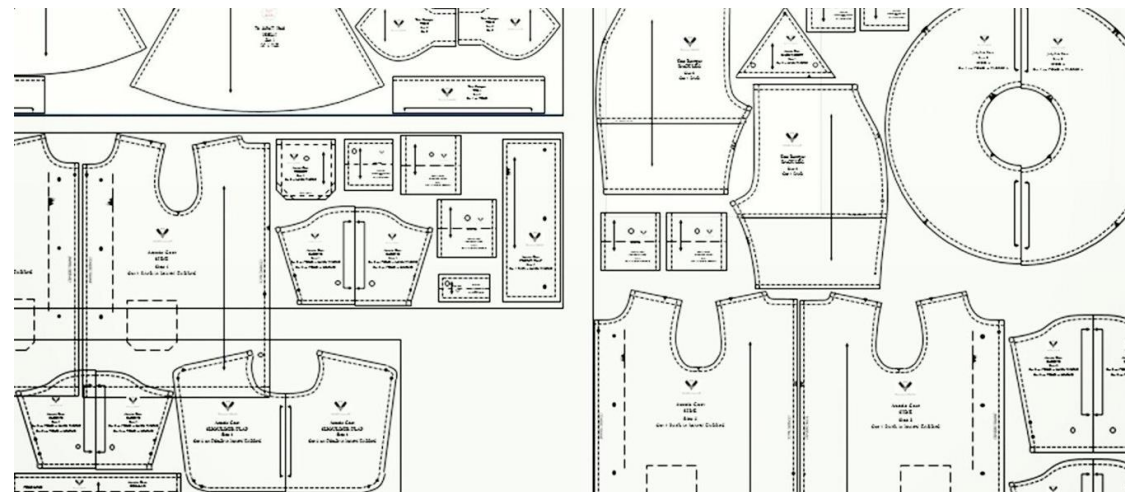


# PLAY é acerca do PROCESSO



# WORK é acerca dos RESULTADOS

<b>PROBLEM</b> What are the top 1-3 frustrating problems your audience faces every day? What problems are they already paying to solve?		<b>ELEVATOR PITCH</b> In one powerful sentence, combine your audience, problem, solution, and differentiator.  For example: "I help <audience> with <problem> by <solution>. Unlike <competitors>, I <differentiator>".	<b>SOLUTION</b> What does the perfect solution to your audience's problem look like? How will you solve the problem your audience has for them? What are the benefits your audience will get from your solution?
<b>AUDIENCE</b> Who is your ideal customer? How old are they? Where do they live? What do they do? What do they care deeply about? What are their future goals or aspirations?	<b>CHANNELS</b> Where does your ideal customer hang out? Online? Offline? What social media networks do they use frequently? What kinds of things do they share most often? <b>Least</b> often? How often will you communicate with your mailing list? What kinds of content will you send to your mailing list subscribers?	<b>DIFFERENTIATOR</b> What's different or unique about your solution? How will you stand out from your competitors? What puts you ahead of the pack?	<b>COSTS</b> What will it cost to build and sell your solution? Are these costs monthly? Yearly? One-time? Do you need additional contractors or employees to build the solution? Do you need to pay yourself for household expenses, rent, etc? Is the cost of running your business more than the revenue?
<b>COMPETITORS</b> What are 3-5 competing businesses you can find that serve the same audience? What do they do well? What do they do badly?		<b>PERSONAL FIT</b> Does this business feel like you? Is it the kind of lifestyle and responsibility you want? Will you get tired of it, or do you get energized thinking about it?	<b>BUSINESS BOOSTERS</b> What unfair advantages do you have over the competition? Do you have existing relationships you can leverage? How is your solution not easily copied?







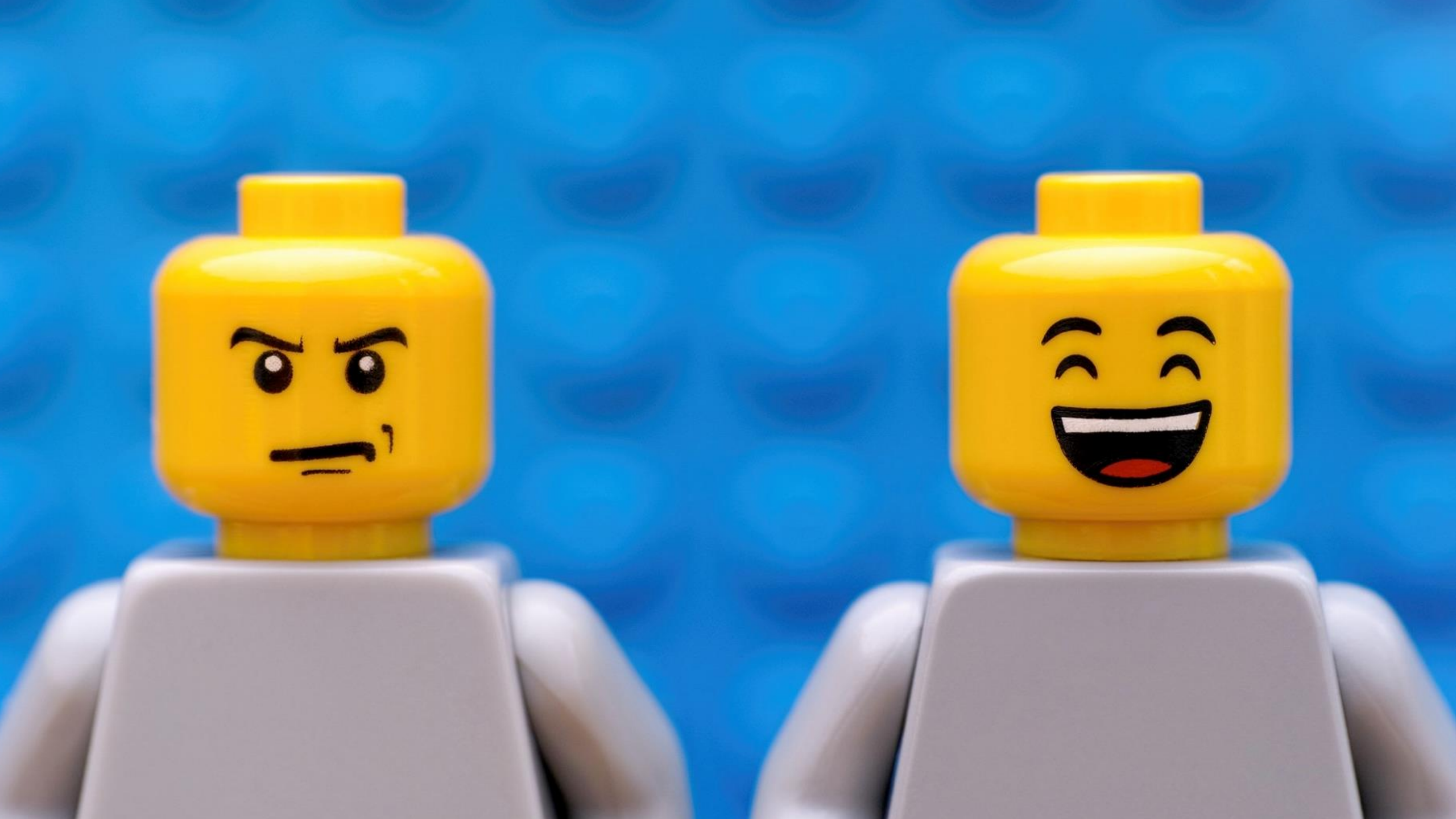
YADER SUCKS



“Quando construímos no mundo,  
construímos na mente”

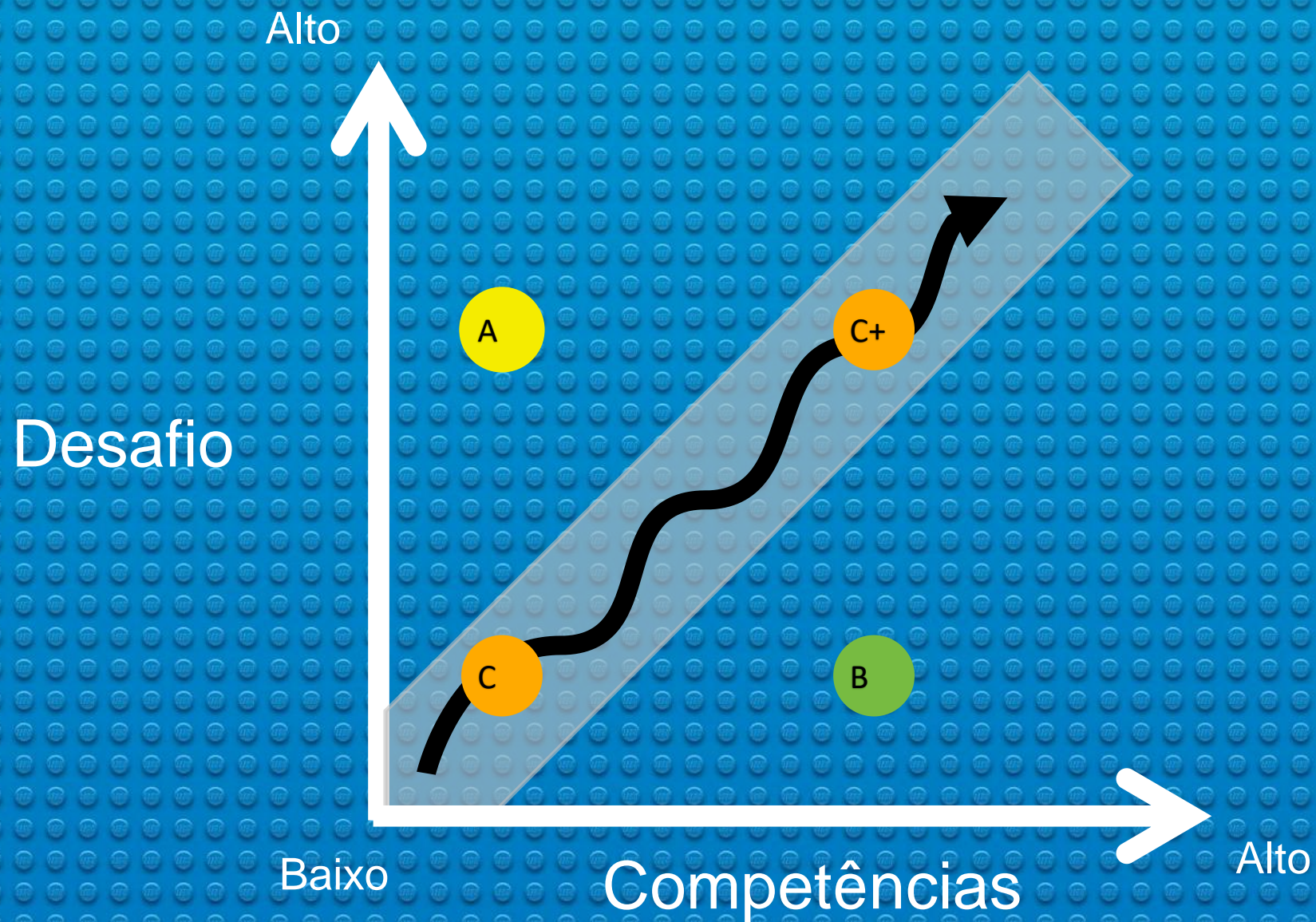








# FLOW - zona













# As técnicas de aplicação de LSP



1 Construir Modelos Individuais

2 Construir Modelos Partilhados

3 Criar Paisagens

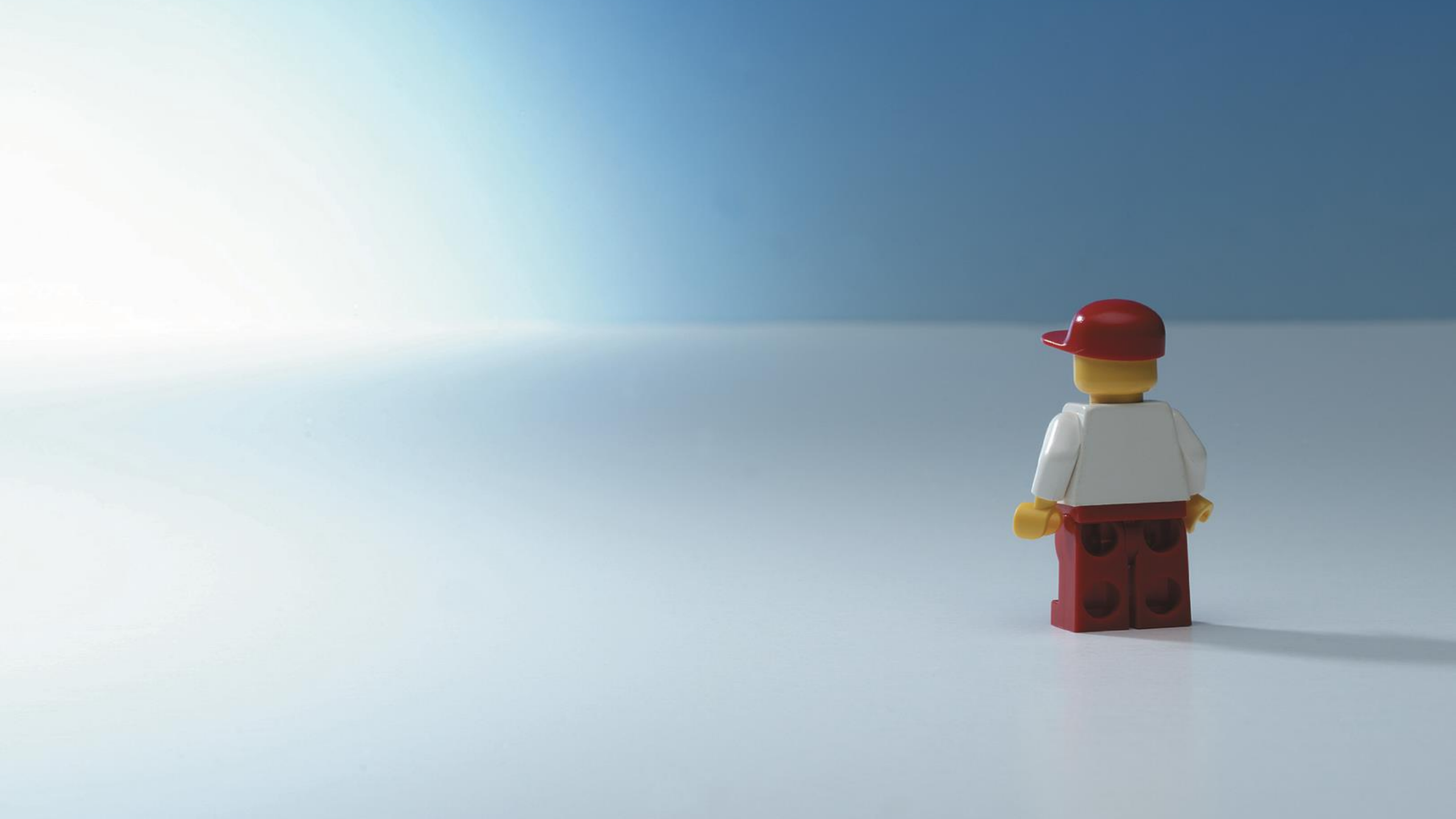
4 Fazer Ligações

5 Construir um Sistema

6 Experimentar Decisões e Emergentes

7 Extrair Princípios Orientadores Simples





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## OBRIGADO

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Organização



Apoios institucionais

