A person in a dark suit is walking on a light-colored path, carrying a light blue briefcase. The background is a blurred green landscape with trees. The text is overlaid on the image.

Ambiguidade da gestão de pessoas e competências no espaço público!

Dra VERA SUSANA LASSANCE MOREIRA

AMBIGUIDADES



MUNDO
LÍQUIDO

MUNDO
LEGALISTA

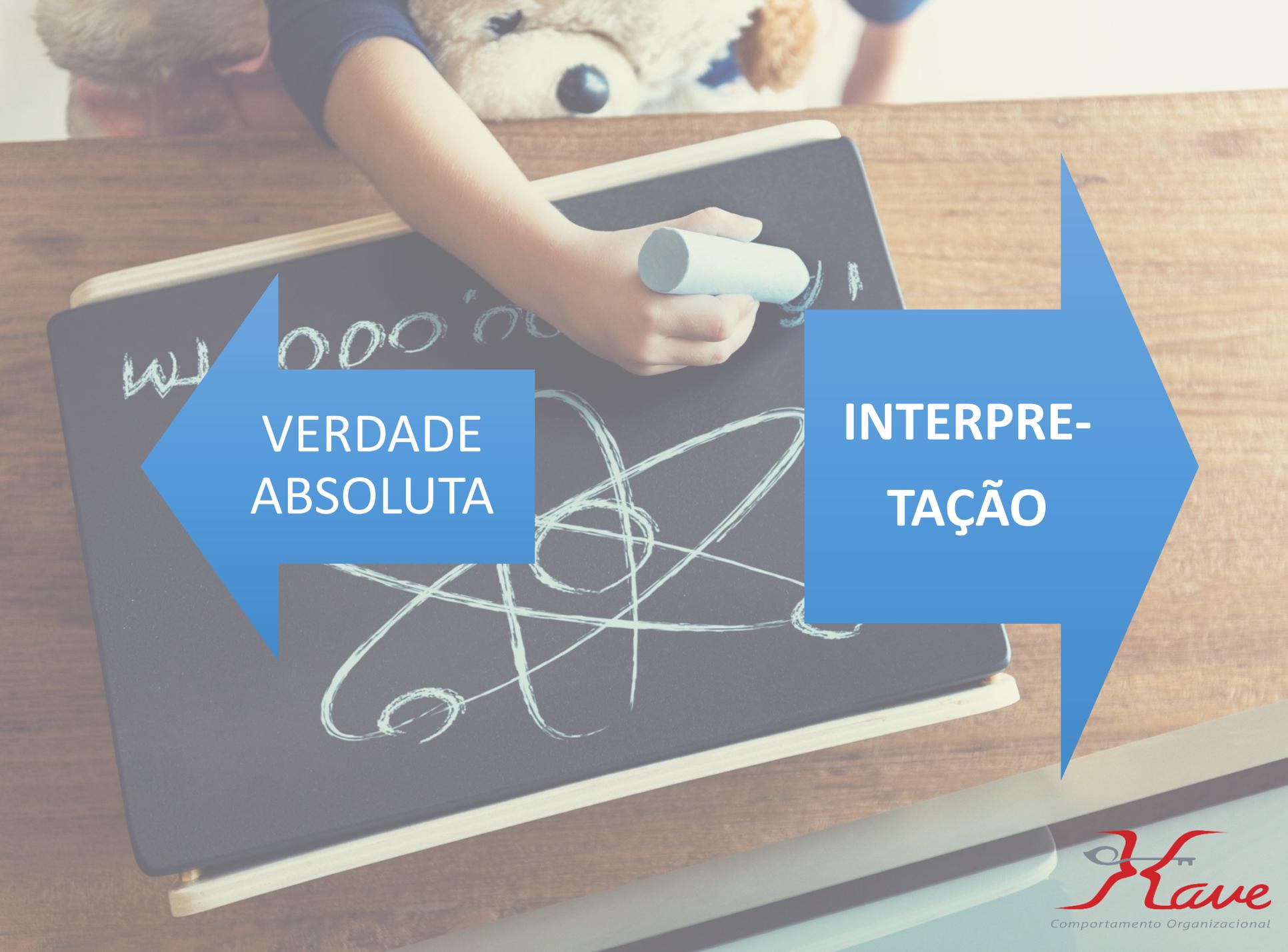
CONTEXTO

INSTABILIDADE X ESTABILIDADE

INDIVIDUALIDADE

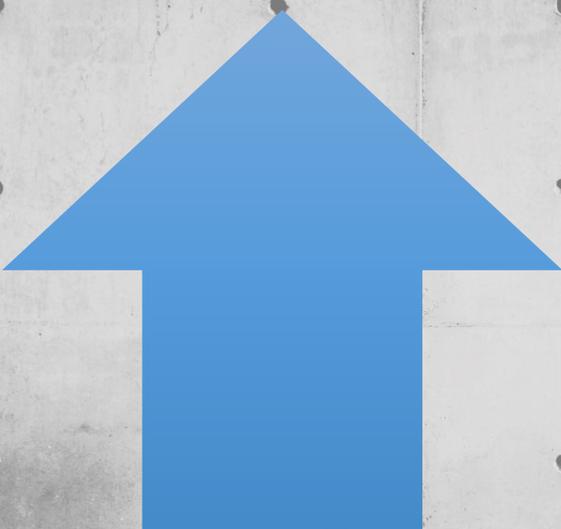
RUIM

BOM

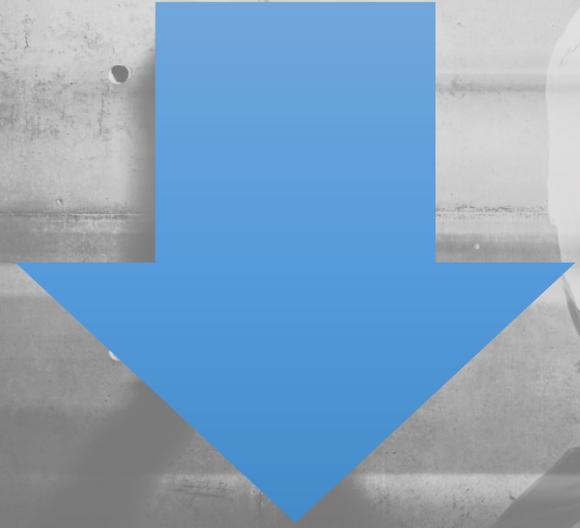
A child is drawing on a black chalkboard with white chalk. The child's hand is visible, holding a piece of chalk. The chalkboard has some scribbles and the word 'WU' written on it. Two large blue arrows are overlaid on the image: one pointing left and one pointing right. The left arrow contains the text 'VERDADE ABSOLUTA' and the right arrow contains the text 'INTERPRETAÇÃO'.

VERDADE
ABSOLUTA

INTERPRE-
TAÇÃO



**VISÃO PARA
DENTRO**



**VISÃO PARA
FORA CLIENTE
PÚBLICO**

A close-up photograph of a wooden workbench. In the foreground, a wooden chisel with a green handle lies diagonally. The background is filled with various wood shavings and curls, some of which are arranged to form a large, stylized letter 'A'. The lighting is warm and directional, creating strong shadows and highlights on the wood's grain.

ARMADILHAS DA COMPETÊNCIA

COMPETÊNCIA

• CONHECIMENTO ATITUDES

•



•

HABILIDADES

RESULTADOS

COMPETÊNCIA

ESTRATÉGIA

ESTRATÉGIA

PARA ONDE
VAMOS?

RESULTADO

O QUE
QUEREMOS?

MENSURAÇÃO

CHEGAMOS?

ACOMPANHAMENTO

O QUE ESTÁ
FALTANDO?

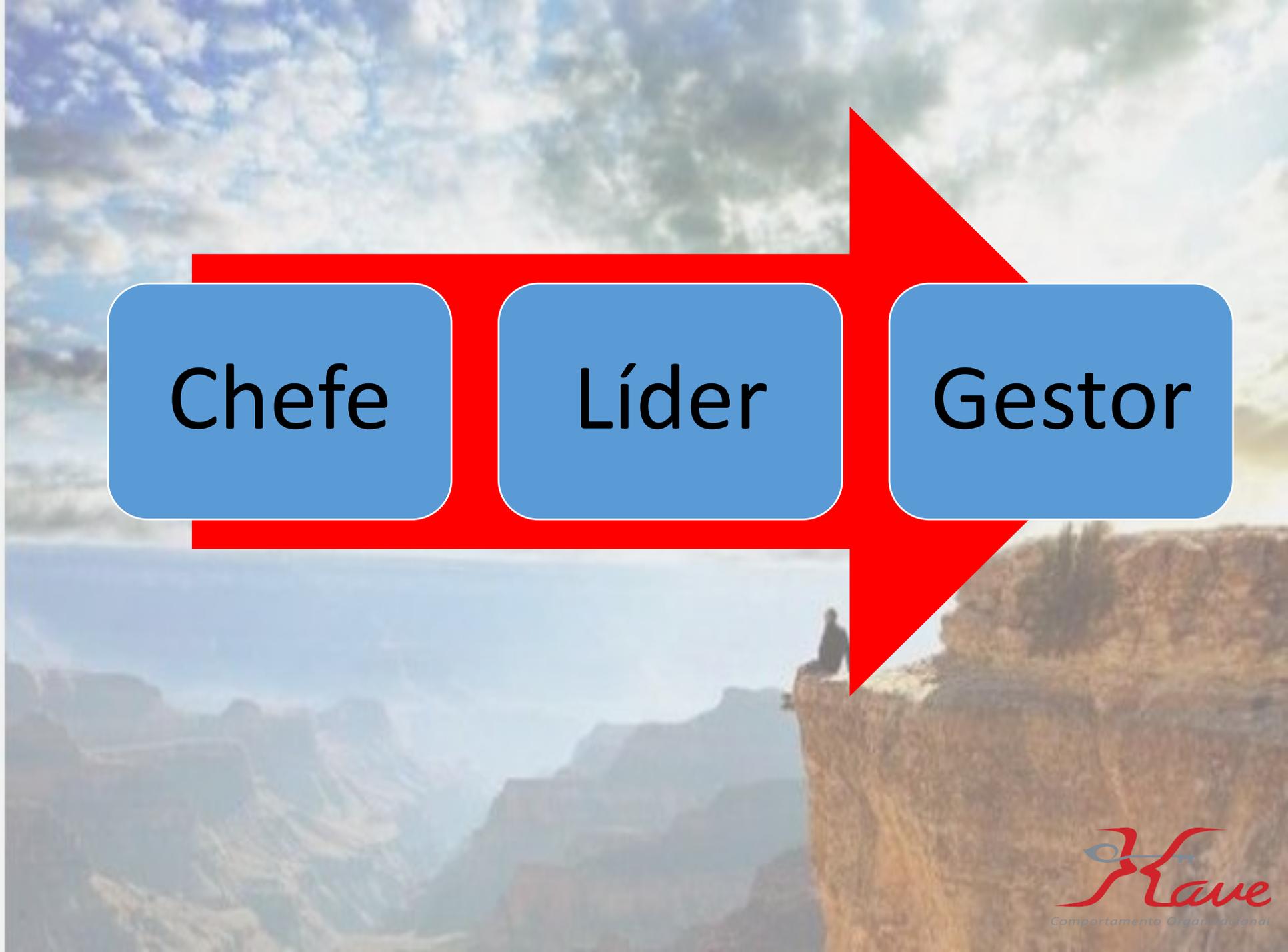
COMBINAÇÃO

REGRAS E NORMAS

EXPECTATIVA

COMBINAR

COBRAR



Chefe

Líder

Gestor

VAZIO DE GESTÃO



PARA REFLETIR

“DOUTORAMENTO DA GESTÃO”



QUEBROU

Have

A high-angle photograph of a diverse group of approximately 15 business professionals standing in a circle on a light-colored wooden floor. They are all smiling and looking towards the camera. The text is overlaid on this image.

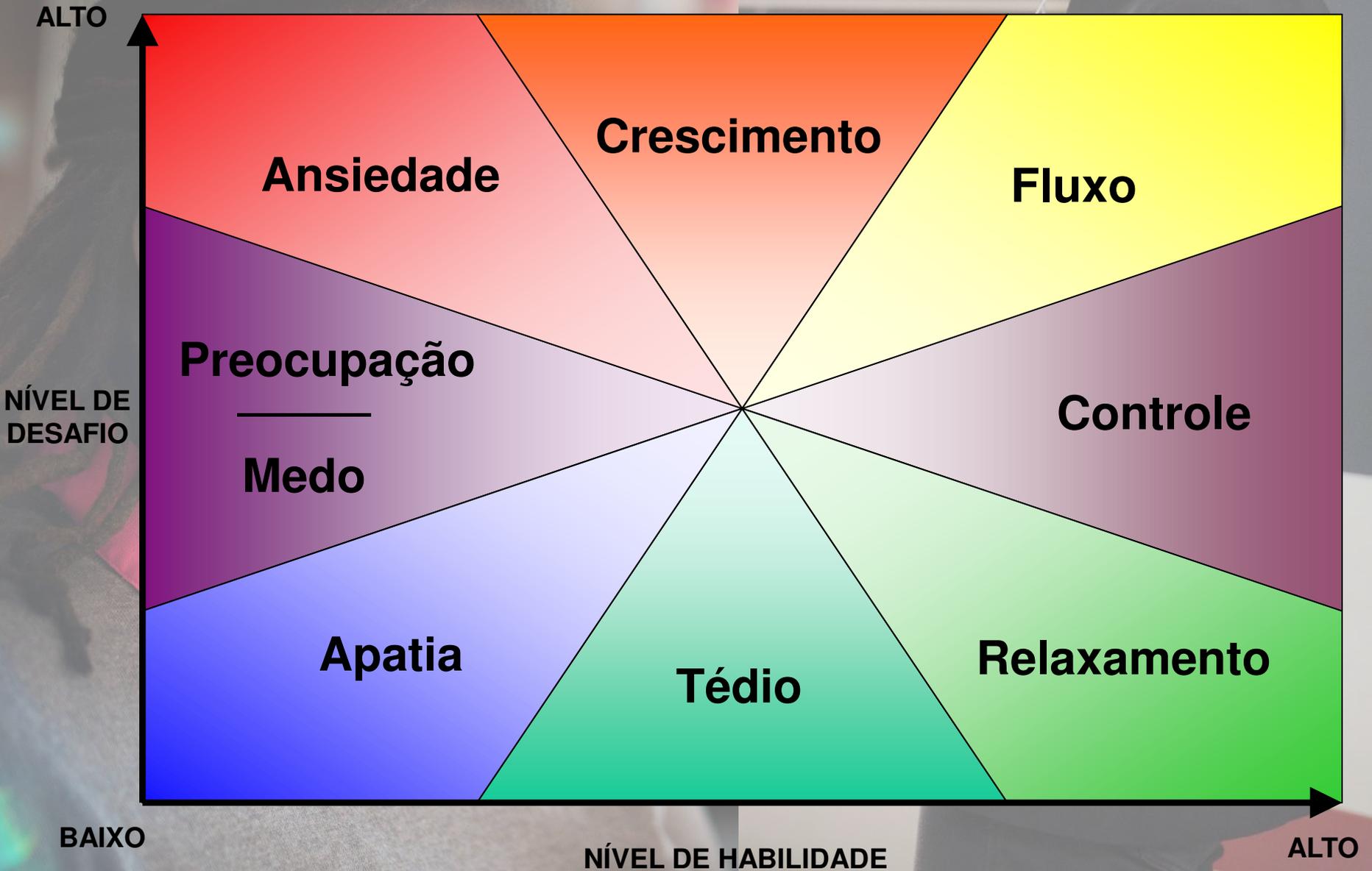
PRIORIZAÇÃO

**PROCESSO E
CARGO**

X

PESSOAS

FLOW



A black and white photograph of two French Bulldogs walking on a leash. The dog on the left is white with black patches, and the dog on the right is dark-colored. They are walking on a paved surface, possibly a sidewalk or street. The background is slightly blurred, showing other people and dogs in the distance.

VÍTIMA <

> PROTAGONISTA



A person in a dark suit is walking on a paved path, carrying a dark briefcase in their right hand. The background is a blurred green landscape with trees. The word "OBRIGADA!" is overlaid in large, bold, black letters across the center of the image.

OBRIGADA!

VERA SUSANA LASSANCE MOREIRA

The logo for "Have" features the word "Have" in a red, cursive script font. A blue key is integrated into the letter "H", with the keyhole pointing to the right. Below the word "Have" is the text "Comportamento Organizacional" in a smaller, grey, sans-serif font.

Have
Comportamento Organizacional



