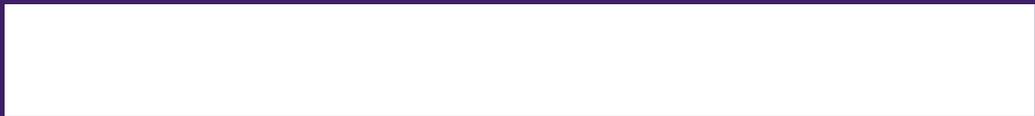


**ATÉ TU,
MARKETING?**

dti digital
crafters



GIULIA TONON

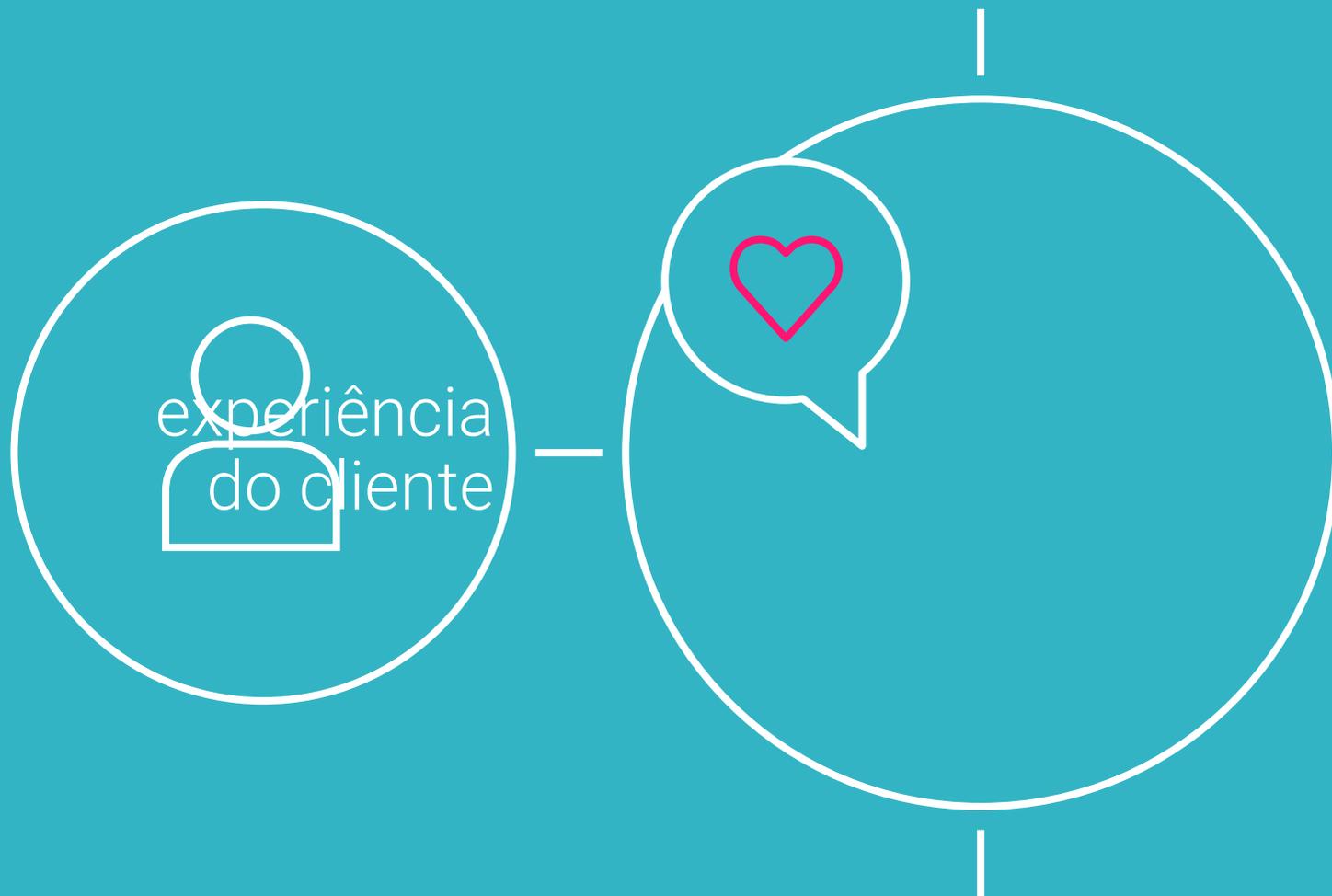


The logo for dti digital crafters is located on the left side of the image. It features the lowercase letters 'dti' in a bold, white, sans-serif font. To the right of 'dti', the words 'digital' and 'crafters' are stacked vertically in a smaller, white, sans-serif font. The logo is set against a dark purple, irregularly shaped background that has a rough, torn edge. There are also some red scribbles and lines around the purple shape.

dti digital
crafters

The text 'Who are those guys?' is written in a large, white, handwritten script font. It is positioned on the right side of the image, overlapping a colorful, abstract background. The background consists of various shades of blue, purple, and pink, with some white and teal accents. There are also some small, light blue plus signs scattered around the text. The overall style is artistic and expressive, with a focus on bold colors and a hand-drawn aesthetic.

Who
are
those
guys?



abordagem

**CUSTOMER
CENTRIC**

Sense & Respond



**“A GALERA
CRIATIVA”**



PRIORIZAÇÃO



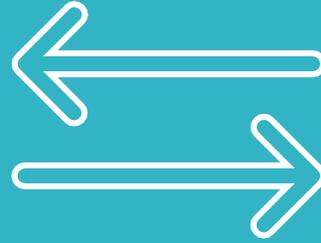
é necessário ser

ÁGIL



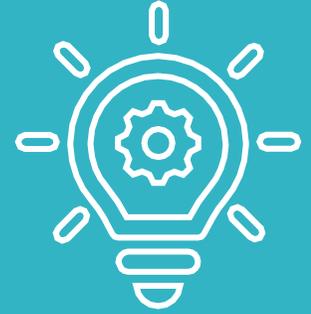
**AUMENTAR A
PRODUTIVIDADE**

56%



**MUDAR
PRIORIDADES**

45%



**INOVAR
MAIS**

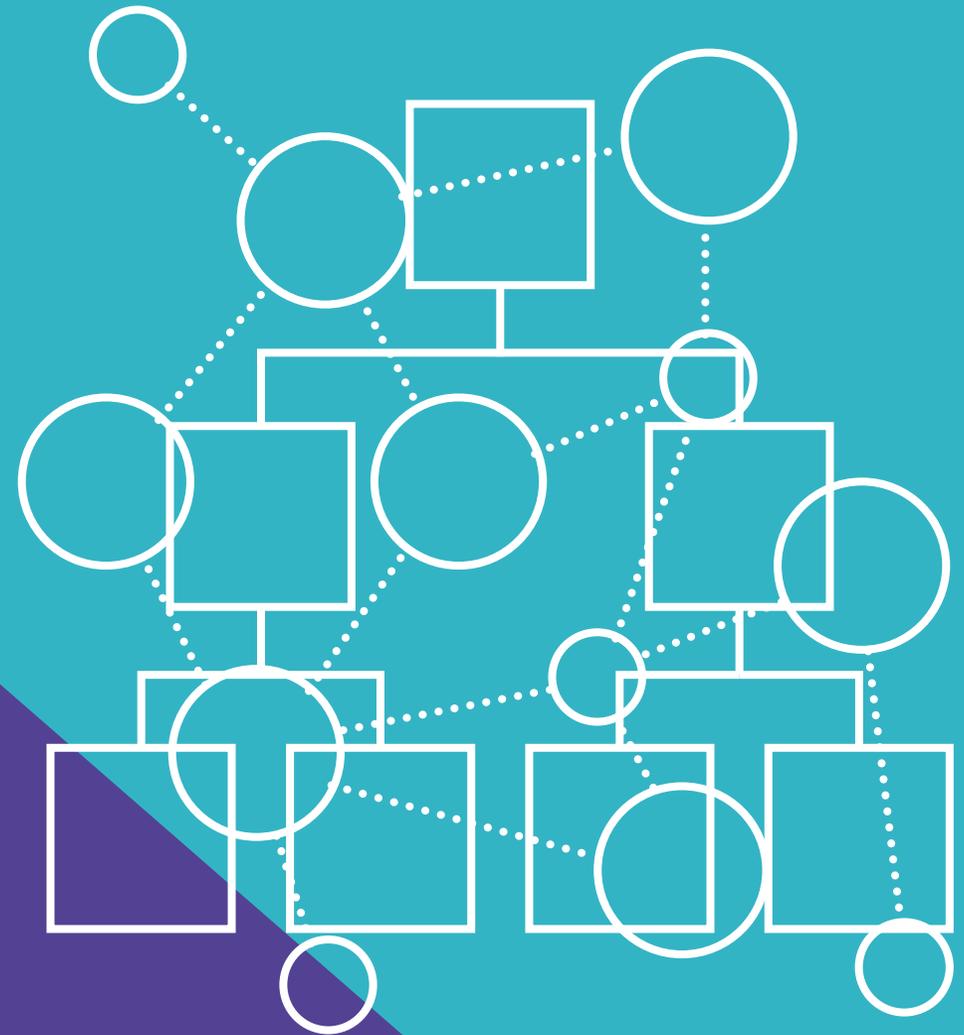
42%



**QUAL A ESTRUTURA IDEAL
PARA SE TORNAR MAIS ÁGIL?**

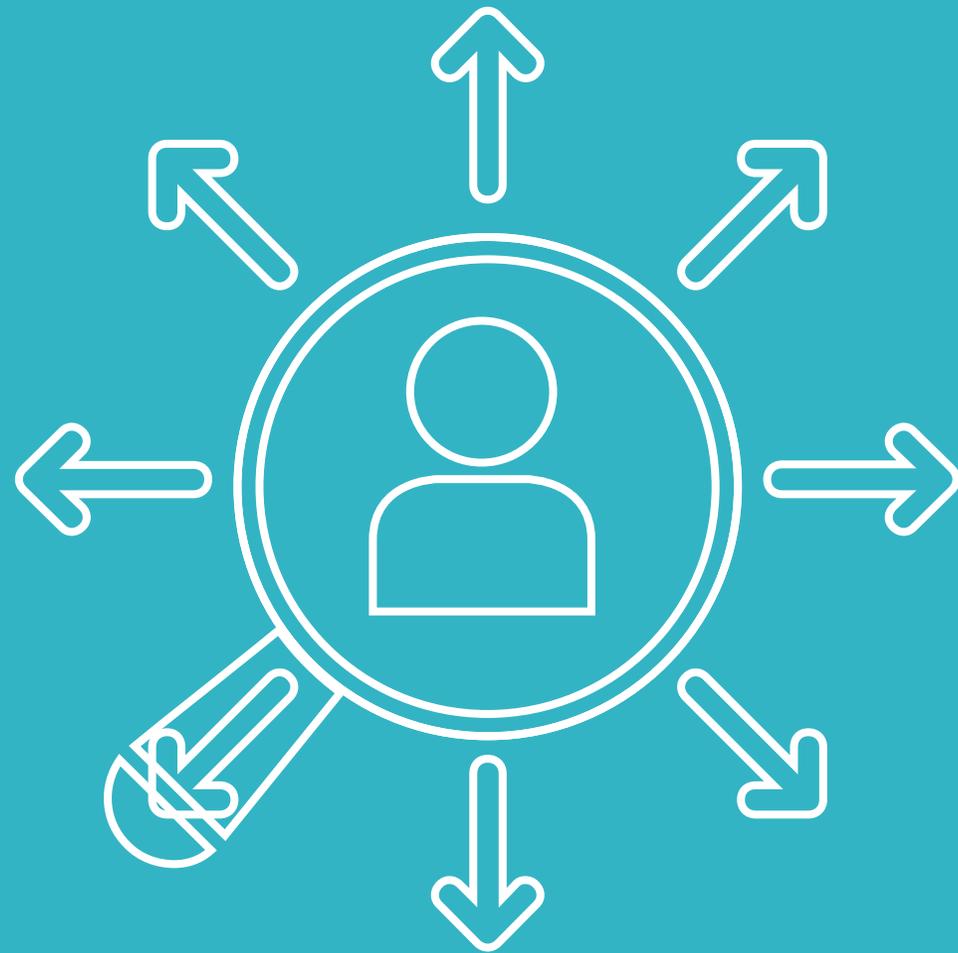
organização em rede

**FOCO EM ADAPTAÇÃO,
ESTRUTURA ORGÂNICA**



liderança servidora

AUTONOMIA E OKRS



conhecimento necessário

**HIPÓTESES, FLEXIBILIDADE
E APRENDIZADO**

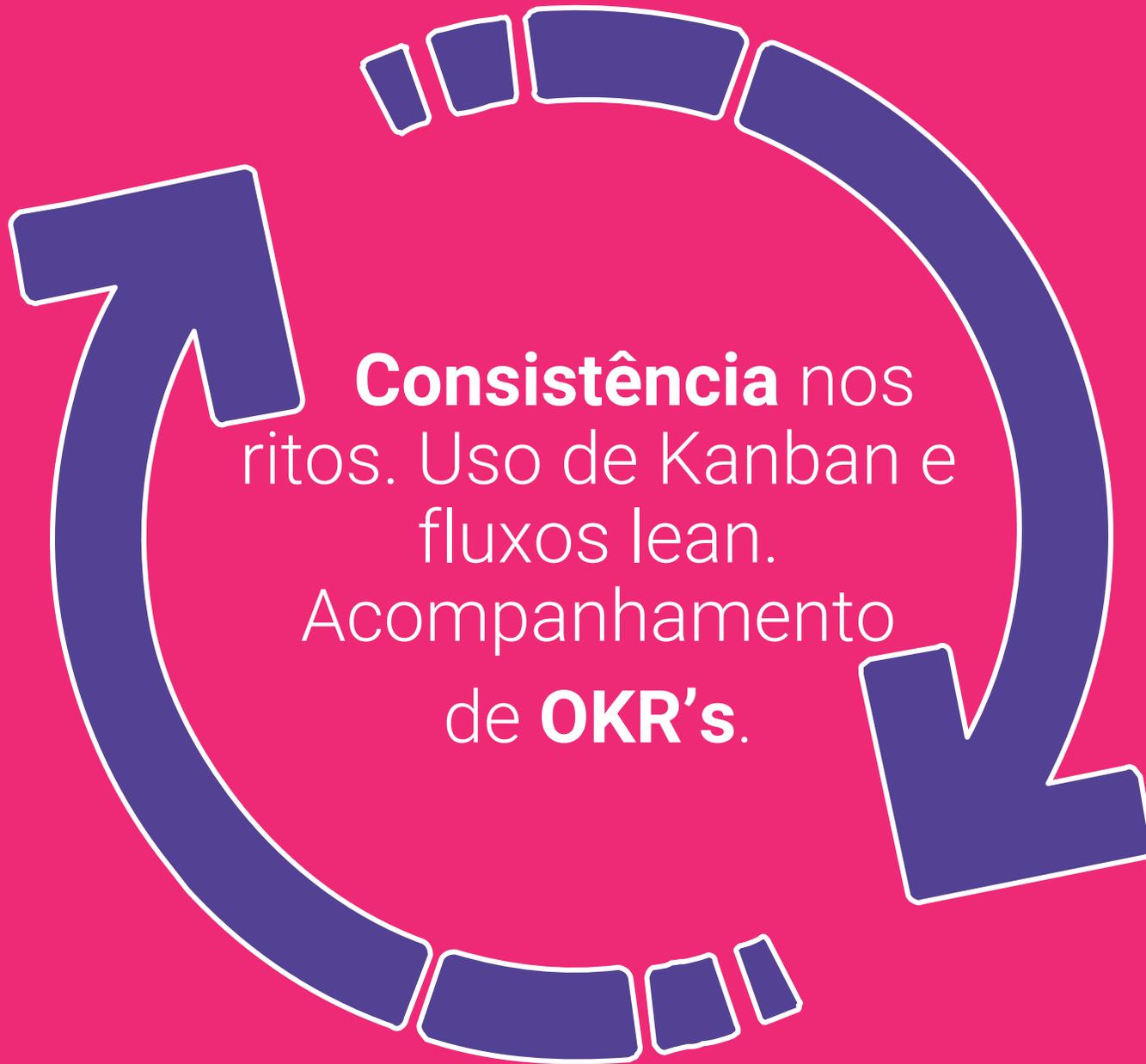


resultado

**CULTURA DE EXPERIMENTAÇÃO,
GERAÇÃO DE VALOR CONTÍNUA,
RISCO BAIXO**

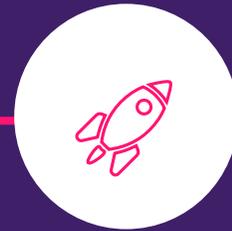
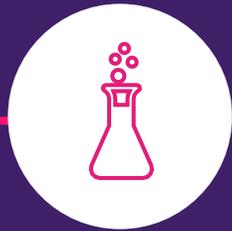
resultado

**EXPERIÊNCIA, ENGAJAMENTO,
VISIBILIDADE, MAIS CLIENTES E
MAIS DEMANDAS**



E O MELHOR...

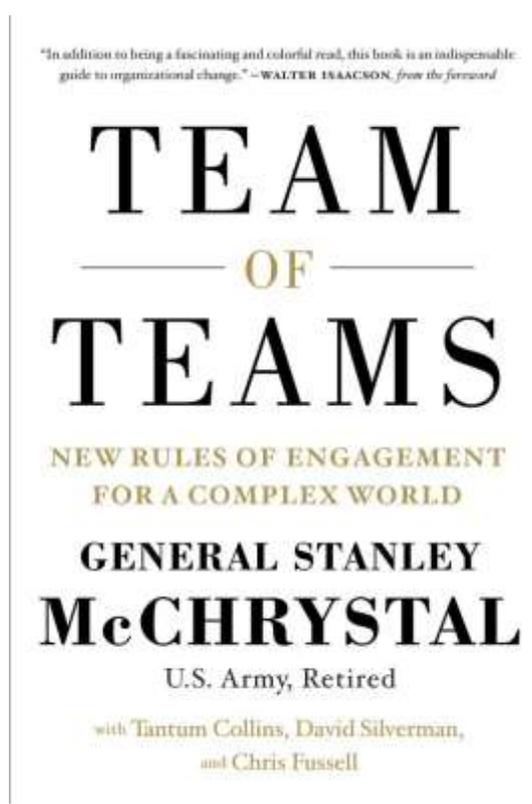
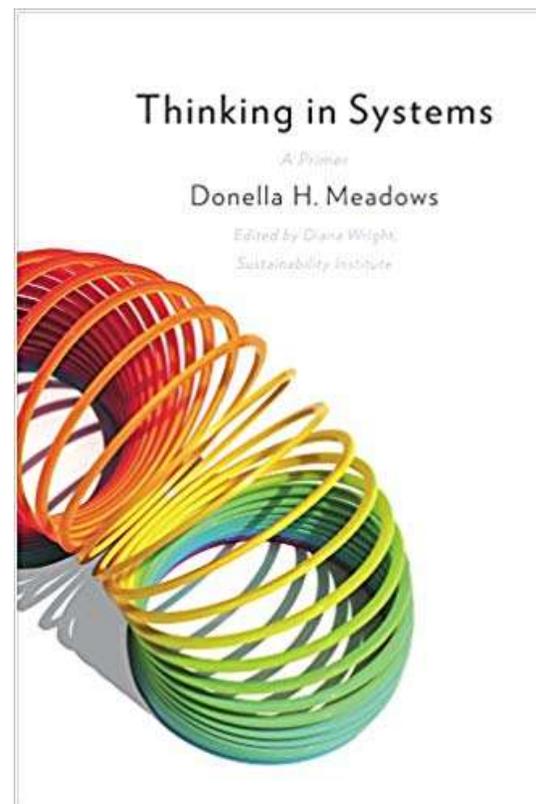
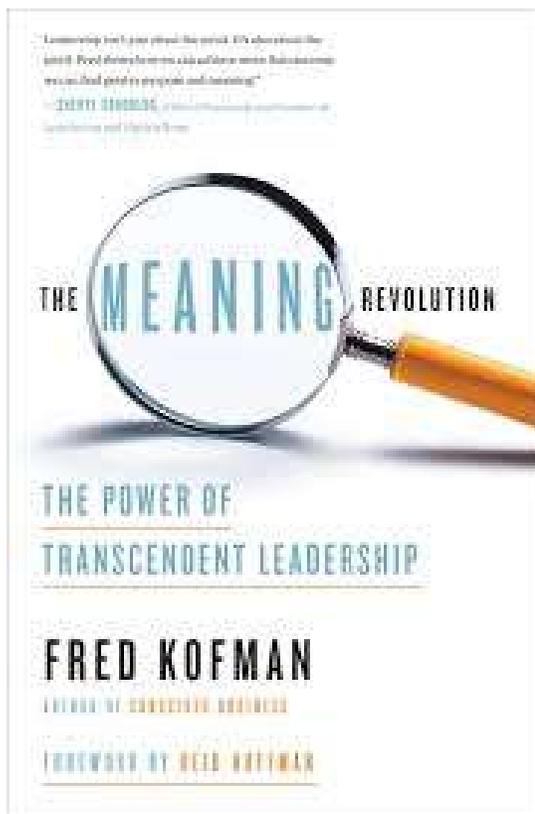
É REPLICÁVEL

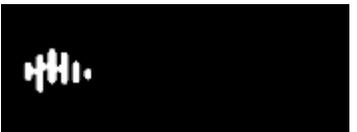
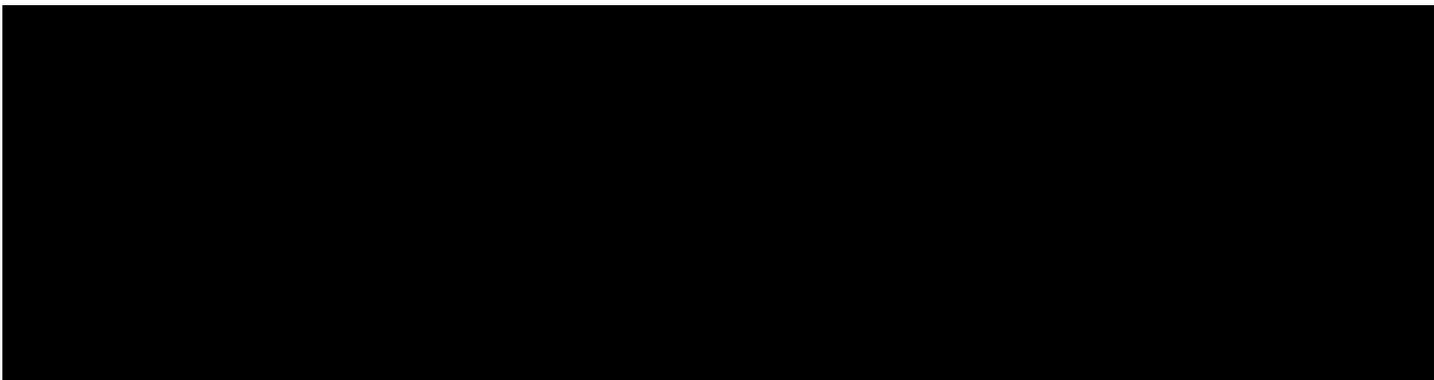


**PRECISO ABANDONAR AS ESTRATÉGIAS
TRADICIONAIS DE MKT?**

NÃO REINVENTE
O MARKETING,
MUDE O
mindset









OBRIGADA!

