

AGILE CULTURE

High Performance Innovation
through Strategic Thinking

Virtual Executive Masterclass

Saturdays, December 4th & 11th

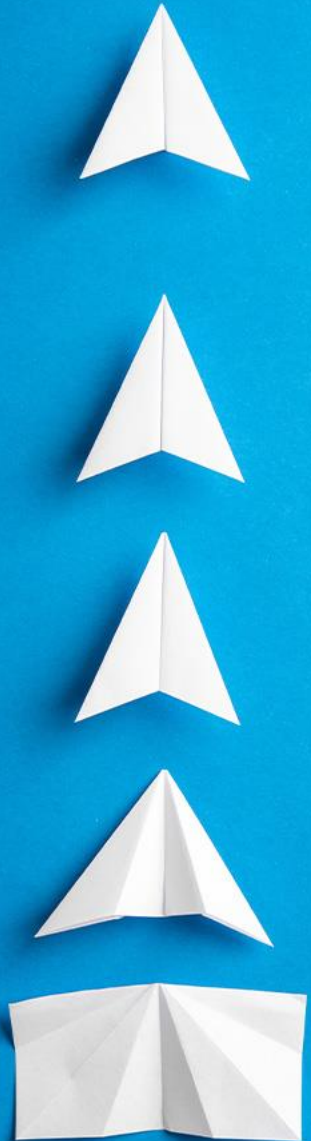


EMBRACING AGILE

Agile innovation methods have greatly increased success rates in different industries, improved quality and speed to market, and boosted the motivation and productivity on teams and companies. Now those methods are spreading across a broad range of industries and functions. But many executives don't understand how to promote and benefit from agile; often they manage in ways that run counter to its practices, undermining the effectiveness of agile teams in their organizations.

Through successful leaders, who are international and national references on the subject, we will share in this unprecedented Masterclass, a roadmap of companies and institutions that have successfully employed agile methods, discerning crucial practices for capitalizing on agile's potential:

- 1 - Learn how agile really works;
- 2 - Understand when it is appropriate;
- 3 - Start small and let passionate team members spread the word;
- 4 - Allow teams that have mastered the process to customize their practices;
- 5 - Practice agile at the top;
- 6 - Destroy corporate barriers to agile behaviors.



FAR BEYOND THE CONCEPT

With such a competitive scenario in the market today, companies need to think more and more about differentiation, more **agile processes**, higher quality deliveries, **adaptability** and putting customers at the center of the business.

With this in mind, the agile culture has been a great ally to these organizations that want both to generate greater results and **innovate** in their projects. After all, in addition to the mentioned characteristics, they also work with a view to accelerating and increasing **productivity** and **reducing expenses**.

In a way, we can say that an agile culture happens as long as the pillars of methodologies and experiences in practice are respected. Therefore, it is essential that there is **collaboration**, simplicity of processes, **adaptability**, incremental process, constant feedback and smaller teams in alignment.

1 – Train professionals for new agile methodologies

2 – Start with projects and expand to the entire company

3 – Foster leadership beyond positions

To know where you are on this journey, it is important to reflect on how you and your company have put these principles and values into practice and what changes are needed to create the ideal culture to support an agile organization.



Dr. Trish Gorman – International Professor, Faculty Director, Consultant & Author 

Trish Gorman is a strategy expert and consultant who has developed and delivered high-impact learning programs for hundreds of organizations in diverse industries. The common thread across all of Trish's work is a laser focus on effective and proactive leadership of strategic change. Trish designs corporate and institutional educational programs and is a subject matter expert for selected early-stage investors and entrepreneurs.

At Columbia Business School Executive Education, Dr. Gorman is also the faculty director of [Leading the Agile Organization](#) as well as faculty director of various custom client programs.

In her teaching, Gorman connects cutting-edge research with management priorities and decisions to build essential future-focused skills — supporting individuals on their journey from the classroom to the team room to the board room. Her strategy and agility frameworks are used around the world and she has published in Deloitte Review, Harvard Business Review, Forbes, and similar outlets.



Patricia Whitaker 

Partner | Head of Equities
XP Inc



Gabriel Ferrari 

Marketing Director
Subway



Camila Son 

Senior Product Designer
Nubank



Lisa Lieberbaum 

Sustainability Manager
Ambev



Livia Franchin Caceres 

Global Head of Product, Op. & Design
Gympass



Giva Pereira 

Social Community Leader
G10 das Favelas



Attendees can expect an integrated mix of online lectures, case studies, business simulations, discussions, and lots of interactions.

The virtual presentation sequence method proposed by UGlocal is the best way for participants to identify relevant issues that lead to practical applications for their own companies.

Participants benefit from the opportunity to learn and interact with renowned international professors, leaders and highly trained executives with global and local operations, as well as exploring scheduled networking occasions to exchange valuable professional contacts.

The format of the event is virtual, also offered with the option of simultaneous translation (English x Portuguese) and accessible in Sign Language for inclusion of deaf executive participants.

Brasilia, Brazil, Local time zone

Saturday, December 4th

Live from

08h40 to 8h50

Welcome & Check-in

08h50 to 9h00

UGlocal Business Education

09h00 to 10h20



Dr. Trish Gorman
Columbia Business School

10h20 to 10h30 - Break

10h30 to 11h00



Livia Franchin Caceres
Global Head of Product, Op. & Design
Gympass

11h00 to 11h30



Lisa Lieberbaum
Sustainability Manager
Ambev

11h30 to 12h00



Gabriel Ferrari
Marketing Director
Subway

12h00 to 12h40

Professional Networking

Saturday, December 11th

Live from

08h40 to 8h50

Welcome & Check-in

08h50 to 9h00

UGlocal Business Education

09h00 to 10h20



Dr. Trish Gorman
Columbia Business School

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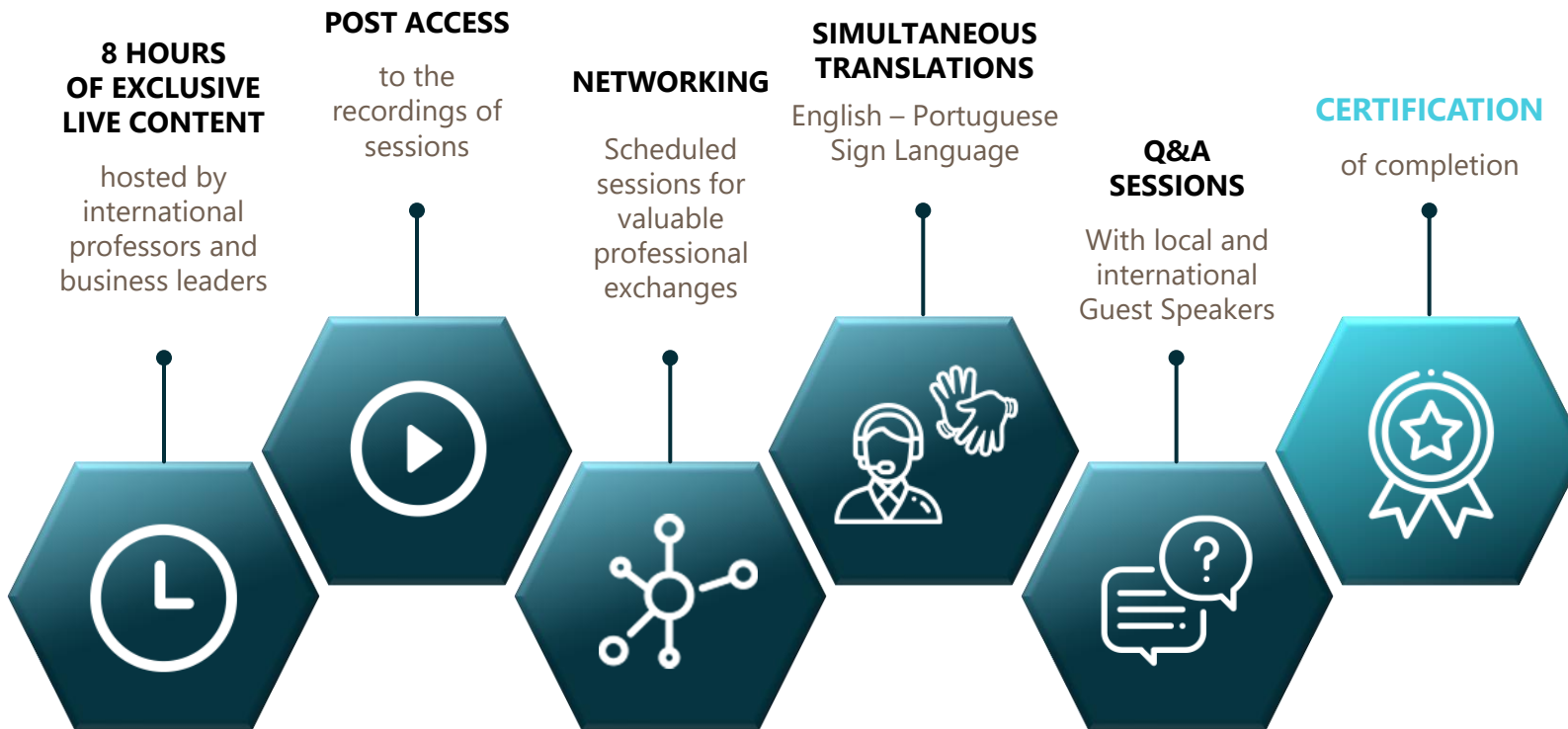
Giva Pereira
Social Community Leader
G10 das Favelas

12h00 to 12h40

Professional Networking

By applying the agile culture, your company can obtain the following benefits, among numerous competitive advantages:

- **Empowerment and self-management of employees;**
- **The continuous delivery of value;**
- **The practicality and reduction of bureaucracy of processes;**
- **Simplicity in the execution of tasks;**
- **Ease of adapting to changes;**
- **Customer involvement;**
- **Use of constant feedback analysis;**
- **Flexibility and adaptability of the scope;**
- **Faster deliveries, without losing quality and customer focus;**
- **Increased customization capacity of projects;**
- **Improved productivity and interaction between teams;**



APPLICATION

ENROLL BY OCTOBER 22ND

R\$ 1.890,00 (≈ USD 350)

ENROLL BY NOVEMBER 5TH

R\$ 2.090,00 (≈ USD 395)

ENROLL BY DECEMBER 3RD

R\$ 2.290,00 (≈ USD 430)

CORPORATE PASS:

10% OFF
for minimum group
of 5 professionals



Upon conclusion of the program, participants will earn an international certificate of completion from **UGlocal Business Education**



WHO IS THIS PROGRAM DESIGNED FOR?

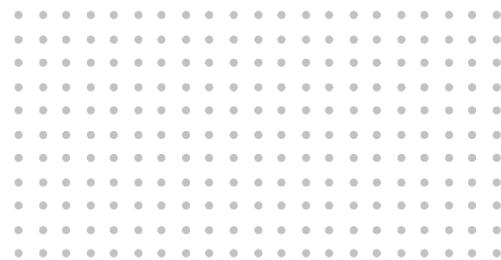
Agile Culture Brazil 2021 is a pioneering program, developed for executives from different professional backgrounds who want to align their business with the importance of agile culture for their projects, teams and companies.

Executives and entrepreneurs are encouraged to bring their teams with them to enable the implementation of concepts and structures back to the workplace.

The program develops the importance of agile culture for leaders, presenting an academic and executive vision, together with prominent professionals in the job market from renowned companies that today adopt agile leadership in their cultures and benefit daily from this revolutionary model.

"Actually, the agile mindset and methodologies have a lot to teach us about how to work most effectively when we're working differently."

*Dr. Tracy Brower
Careers, Forbes*



Columbia Business School AT THE VERY CENTER OF BUSINESS **Executive Education**

At [Columbia Business School Executive Education](#), we bring progressive research, exclusive learning experiences, and connections you can't get elsewhere. We integrate pivotal faculty research into the classroom and deliver offerings that are specifically created for executives, not repackaged. We introduce you to the most sought-after business minds — from the School's faculty members and industry experts to the leaders in your program — who will challenge your norms and expectations. We immerse you in **New York City**, where you will be surrounded by leading global companies that will inspire your future strategies and mindset.

Columbia Business School is the only **Ivy League business school** founded and located in the heart of New York City, the most dynamic business environment in the world. Being at the very center of business leaves you a stone's throw away from many **leading global companies**. Not only will you learn from the school's faculty members, your peers, and leaders in your program, but you will also be granted access to the top movers and shakers across various industries. You will find yourself inspired and in the know of the latest business trends, innovations, and changes.

Grounded in the latest research conducted by Columbia Business School faculty, our programs are specifically created, not repackaged, to prepare today's leaders for tomorrow.



PARTICIPATING EXECUTIVES & COMPANIES | RECENT MASTERCLASSES

Virtual
Executive
Masterclass



GROWTH LEADERSHIP

December, 2020



INTRAPRENEURIAL CULTURE

March, 2021



GROWTH & RECOVERY

May, 2021



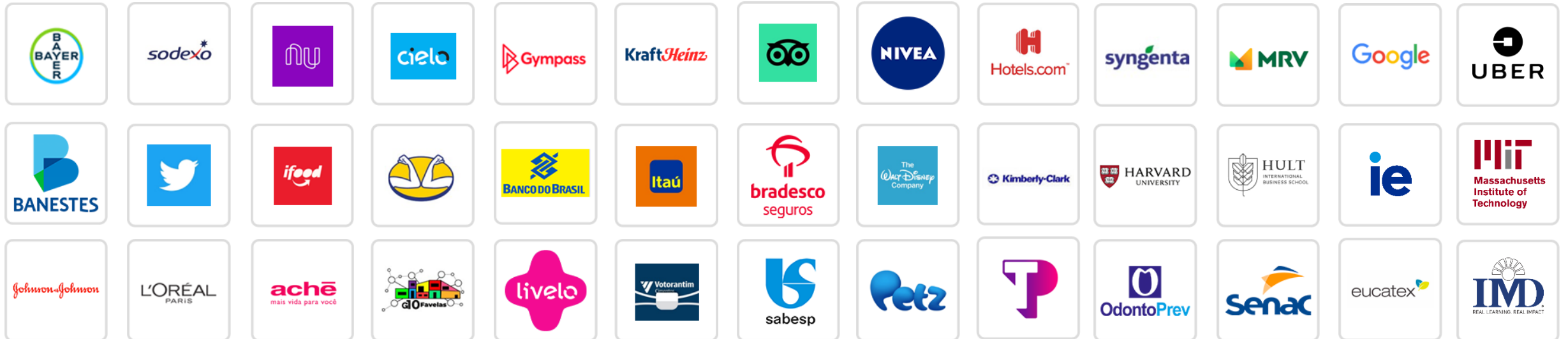
BUSINESS OF EXPERIENCE

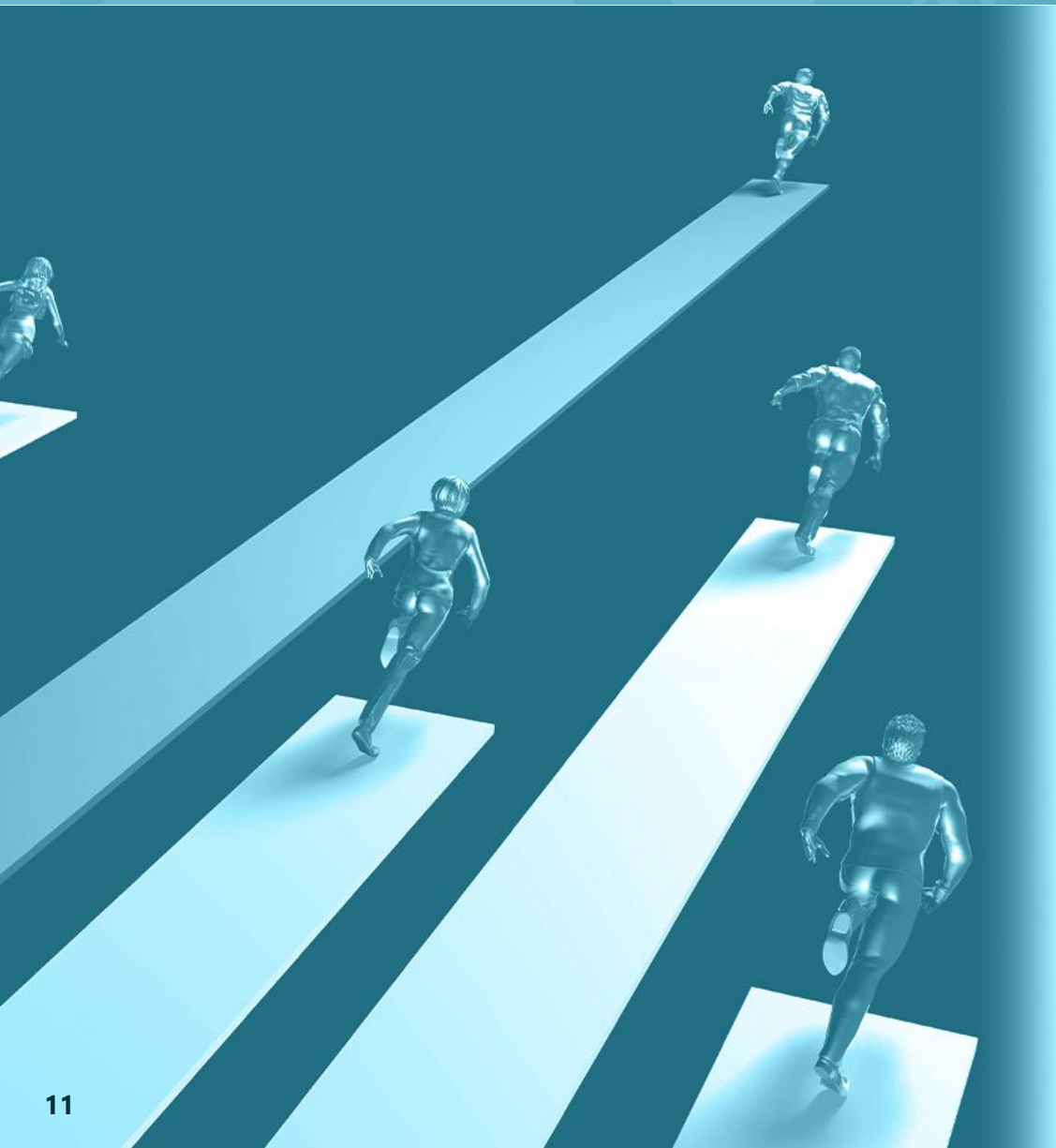
August, 2021



TRANSFORMATIONAL LEADERSHIP

September, 2021





CERTIFICAÇÃO INTERNACIONAL



Acessar um conteúdo universal de alto nível, com aplicação prática que possibilitará ao participante desenvolver novas habilidades, metodologias e ferramentas.



Construir uma mentalidade global, competitiva e resiliente para enfrentar cenários incertos e desafiadores.



Estabelecer um networking exclusivo local e global que impulsionará relacionamentos e oportunidades.



Fazer benchmarking a partir de cases reais, da estratégia a execução, o que funcionou e o que não funcionou. Aprender através do debate de ideias.



Usufruir de um ambiente exclusivo de aprendizagem global, transformacional e de alto impacto.



Participação de um evento internacional que promove a globalização, inclusão e acessibilidade de um valioso conteúdo, com tradução simultânea de idioma e acessibilidade para surdos.

UGlocal Business Education seeks to establish global connections that impact local markets. Tropicalizing and democratizing strategies presented by major references and international institutions is one of **UGlocal's** goals. We aim to shorten the path between executives, companies and the source of information, wherever it may be around the world.

UG has a globally prominent network, full of partnerships with renowned international educational institutions and world leaders, which support us in reversing the natural process of international executive education, bringing international knowledge directly to emerging countries.

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[APPLY NOW](#)

atendimento@uglocal.com

www.uglocal.com

