



Reinventando a Liderança - Por uma Ética de Valores (Portuguese Edition)

Renata Di Nizo

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A ética na aplicação dos valores é um assunto espinhoso no mundo corporativo. Hoje, a maioria das empresas está preocupada com a retenção de pessoas talentosas. Quando se trata da gestão bem-sucedida em longo prazo, porém, os belos discursos na tentativa de valorizar os colaboradores são no mínimo ineficazes. Como transformar o discurso em prática? Partindo do resgate de valores como diálogo e escuta sincera, Renata Di Nizo traça diretrizes que podem alavancar a edificação de uma cultura desejada, baseada no exemplo de liderar de forma transparente e produtiva. Respalhada por relatos de participantes de seus treinamentos, ela nos faz refletir sobre o maior ativo de uma empresa: funcionários motivados e dedicados à tarefa de crescer com uma vantagem competitiva sustentável.

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