

A vibrant scene at a Disney park featuring the iconic Cinderella Castle in the background. In the foreground, five beloved Disney characters are dressed in elaborate, colorful costumes. From left to right: Mickey Mouse in a red and purple outfit, Minnie Mouse in a blue and white dress, Goofy in a purple and blue royal-style outfit with a crown, Donald Duck in a blue and yellow outfit, and Daisy Duck in a purple and yellow outfit. The sky is bright blue with light clouds. The title text is overlaid in a golden, serif font.

SE WALT DISNEY
ADMINISTRASSE MEU NEGÓCIO:
UMA ESTRATÉGIA DE
INOVAÇÃO



RENNAN BRAYNER









“Mickey Mouse é o meu próprio
otimismo. Qual é o seu?”

~Walt Disney





Califórnia, 17
de julho de
1965.

*Um mundo novo e encantador onde os
problemas não existem, somente os sonhos e
a imaginação.*





SE WALT DISNEY ADMINISTRASSE MEU NEGÓCIO: UMA ESTRATÉGIA DE INOVAÇÃO

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Hipnólogo
Escritor



RENNAN BRAYNER





AAANNNNHHH

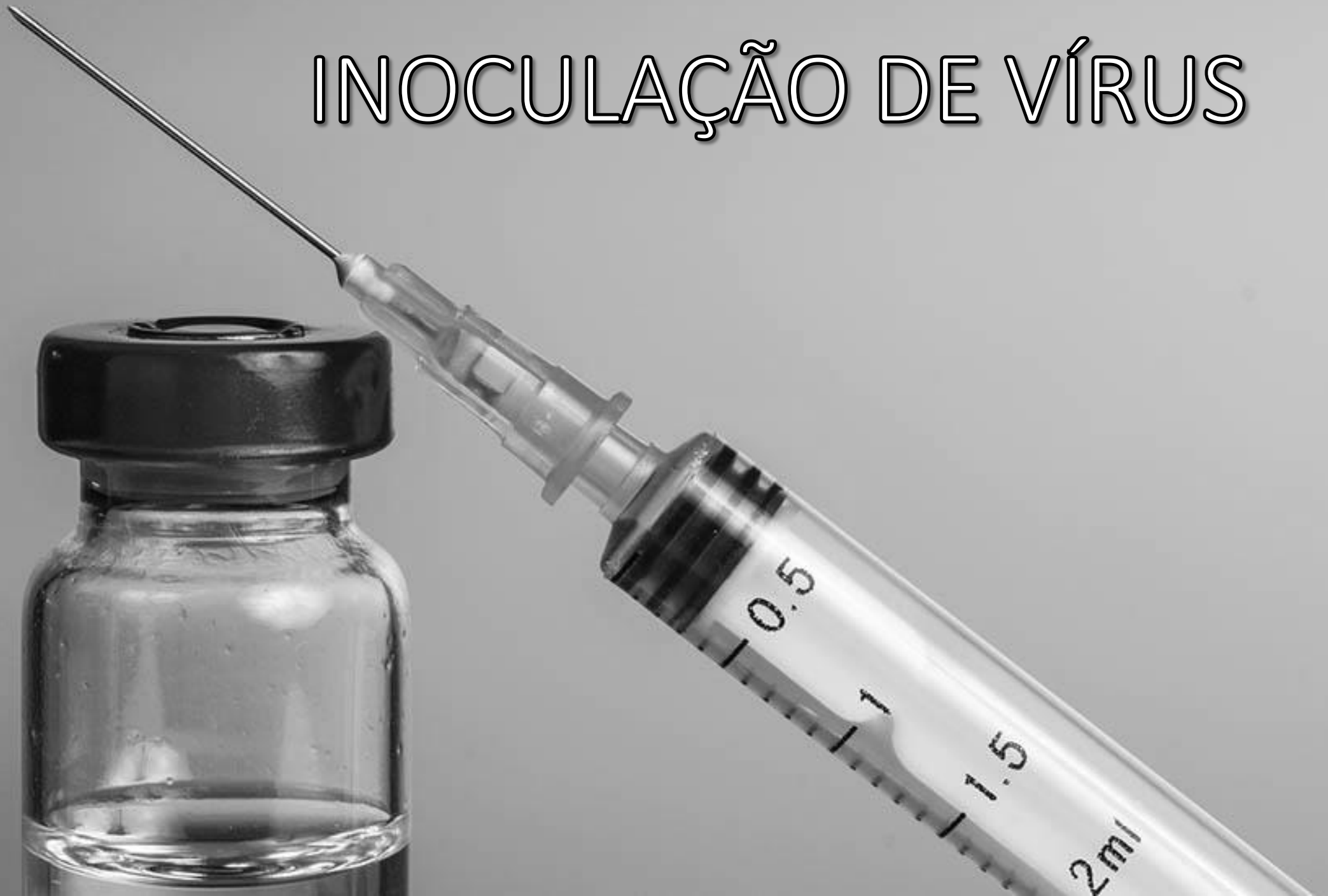
PRA QUE FAZER ISSO?



CINISMO É A
CONSEQUÊNCIA DE UMA
IMPLEMENTAÇÃO FRACA



INOCULAÇÃO DE VÍRUS



**TUDO RESMUNGÃO
É VAGABUNDO,**

**TUDO VAGABUNDO
É PESSIMISTA**



DE QUEM É A CULPA



MARÍLIA
MENDONÇA


10
ANOS
WORK SHOW





CRIATIVIDADE EMPÍRICA



A young girl with a white headband and a white dress is walking in a lush green field. She is holding hands with an adult whose legs and hands are visible. The scene is bright and sunny.

EU NÃO TENHO UM
CAMINHO NOVO,
O QUE TRAGO DE NOVO
É O JEITO DE CAMINHAR



O tempo não espera



PENSAR

AGIR





97%

3%





Algumas coisas não precisam
de vocação



~ **Ginha Nader**



A black and white photograph showing a hand in the upper right corner, moving a chess piece (a knight) from one square to another. The chessboard is in the foreground, with several other pieces (king, queen, pawns) visible. The background is a bright, out-of-focus light source.

ESTRATÉGIA





ERRAR MUITO?

The image features two round glass fishbowls on a light blue surface. The bowl on the left is filled with water and contains several goldfish. One goldfish is captured mid-air, having just jumped out of the water, with a splash of water trailing behind it. The bowl on the right is empty. The background is a soft, light blue gradient. Centered over the bowls is the text 'WALT DISNEY NOS APRESENTA O OCEANO AZUL' in a bold, black, sans-serif font.

WALT DISNEY NOS
APRESENTA O OCEANO AZUL





O SUCESSO DEIXA PISTAS



A photograph of Walt Disney, an elderly man with white hair, wearing a grey suit and a dark tie. He is smiling and looking slightly to the right. The background is a workshop filled with various colorful objects, including what appears to be a model of a castle or a large structure made of sticks and paper. The image has a dark, semi-transparent overlay.

WALT DISNEY E O PODER MOTIVACIONAL DA IMAGINAÇÃO





An illustration of a fox and a boy with a long golden beard looking at a star in a dark blue night sky. The fox is on the left, and the boy is on the right, wearing a green tunic and a long golden beard. The text "Terra do Faz de Conta" is written in white at the bottom, followed by a lightbulb icon.

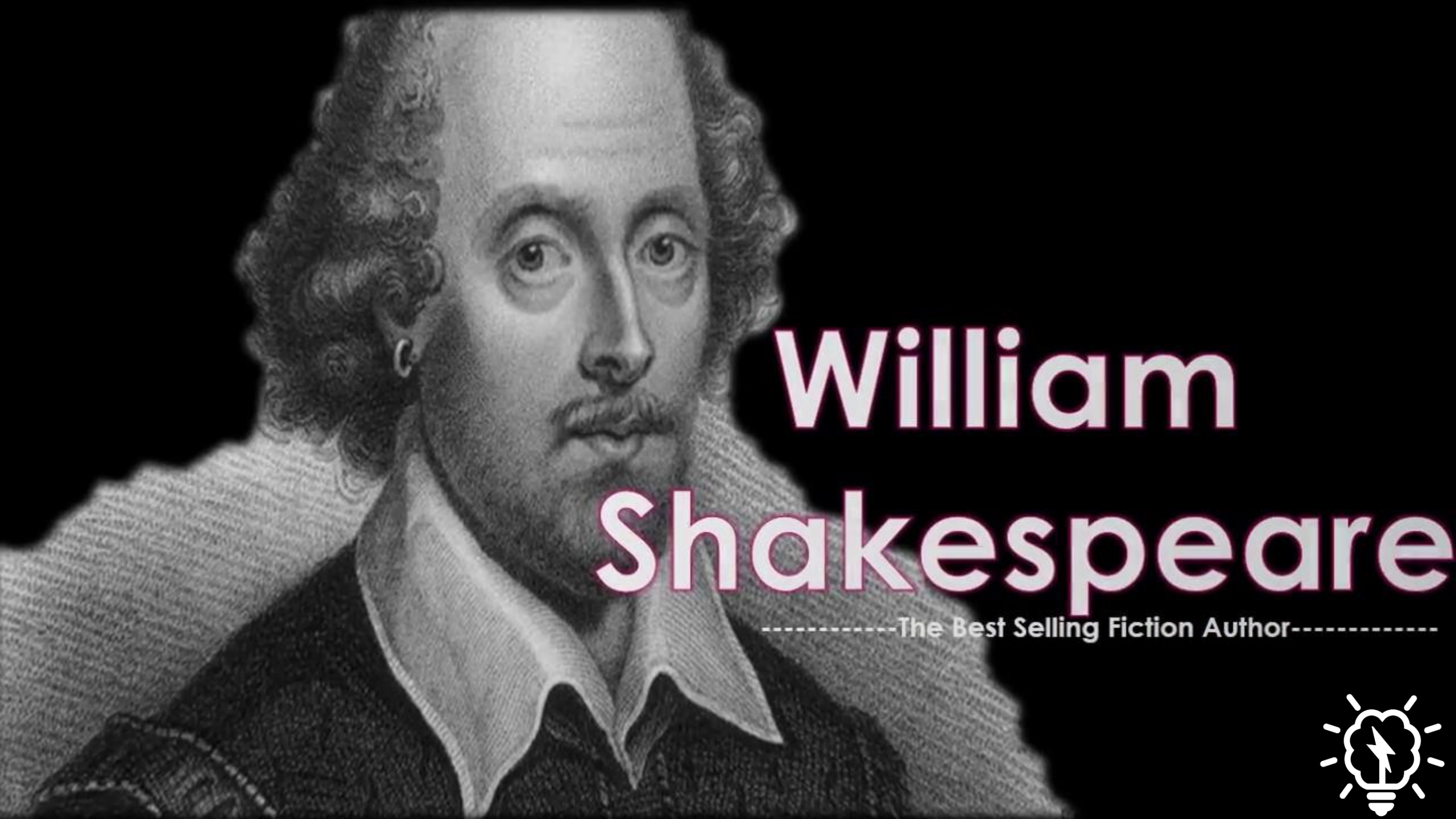
Terra do Faz de Conta 





A imaginação influencia os sentimentos e estes são a fonte natural do desejo. Quando desejamos fazer algo bem lá no fundo, nossas ações se tornam fáceis, naturais e reais.





William Shakespeare

-----The Best Selling Fiction Author-----





ROY O REALIZADOR





RENNAN BRAYNER



O MOMENTO PRESENTE





"YESTERDAY IS HISTORY,
TOMORROW IS A MYSTERY, BUT
TODAY IS A GIFT. THAT
IS WHY IT'S CALLED THE
PRESENT."

-Master Oogway







O CRÍTICO













INDEPENDÊNCIA DOS PAPÉIS !






É HORA

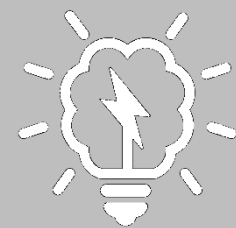
DE AGIR!



A black and white photograph of Walt Disney on the left, smiling slightly, wearing a suit and tie. Mickey Mouse is positioned in front of him, also smiling and gesturing with his hands. The background is a plain, light color.

"Eu gosto do impossível
porque lá a concorrência
é menor!"

Walt Disney







Agora que você já me conhece,
como posso ajudá-lo?

Entre em
contato




RENNAN BRAYNER


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Gratidão