



# MAGAZINE

SPECIAL EDITION

July 2024



**ORANGE**  
**ACADEMY.**  
share, learn and grow

# 02

OPENING WORD

# 03

Interview  
**Group 01**  
Water for All

# 05

Interview  
**Group 02**  
Smart Rainwater

# 08

Interview  
**Group 03**  
Every Drop Counts

# 10

Interview  
**Group 04**  
Water Pollution

# 13

Interview  
**Group 05**  
Water Recycling

# 15

Interview  
**Denise Carvalho**  
Head of the jury

# 18

Interview  
**Martijn Rademakers**  
Speaker at the Orange  
Academy

# 20

Interview  
**Isabele Lodygensky**  
Speaker at the Orange  
Academy

# 27

Closing Word

**Don't stop me now!** The music we chose as the theme for the 2024 edition couldn't be more appropriate! This Class 2024 rocked like only Queen did.

I could never have imagined that this talent program would grow into such a reference within the Dutch business community in Brazil. We have now completed the 4th edition and every year we manage to raise the bar. Not only in terms of content, but also in terms of professors and guest speakers.

Some of our teachers, such as Martijn Rademakers and Isabele Lodygensky, completed their second or third edition and feel meanwhile completely 'at home' in our OA- family. Their knowledge and experience, but especially their passion for helping young people grow in their careers and personal lives, have once again been of countless value. We experienced many moments of "serious" content with them, as well as moments of creative interaction, group debates and innovative reflections... but just as many moments of laughter and fun as well. Read more in this magazine about how they look back on this edition. This year we also managed to integrate a strong business component thanks to top speakers such as David Cabero and Hans Go. Also AI was integrated into the program for the first time with an incredible session of Ricardo Murer. **My gratitude to all our OA professors is huge, they have succeeded in inspiring our talents and have undoubtedly left a deep impression on each of them.**

But no Orange Academy without talents. The investment we expected from each participant was enormous, both in time and energy. In addition to the weekly 2-hour session, our talents have worked hard as a team on their Case Challenges. **The 5 projects presented were simply impressive!** In-depth research, strong strategies, well-thought-out business plans and, above all, very concrete and relevant cases to tackle various "water" challenges in Brazil. Probably it was the jury who had the most difficult task this edition to select a winner. But the victory for both the jury and the audience went to the team "Water Pollution" of coach Gustavo Tavares.

Complete euphoria during the graduation ceremony, relief after 8 intense weeks, and a little bit of disappointment for the teams that just didn't win. **But most importantly, a general feeling of gratitude for the opportunities given by their companies to participate in the Orange Academy.**

Personally, the Orange Academy continues to drive me every year, inspire me and give me the "unstoppable" energy to continue building this wonderful program for our promising young professionals in Brazil. Because they are our 'leaders of tomorrow', **the future belongs to them!**



**PEGGY DE ROP**







## INTERVIEW

### **GROUP 01 - WATER FOR ALL**

*RAÍ BAYER (CORBION), ALINE MARTINHO (ARCADIS),  
MARINA UENO (ABN AMRO), NAÍLA ALMEIDA (KLM), KAIQUE  
CORREA (SBM OFFSHORE).*

*What was the biggest lesson you learned during the Orange Academy program?*

The biggest lesson was the importance of collaborative and interdisciplinary work to solve complex problems. In the case of our AquaWise project, we learned that tackling the issue of water scarcity and sanitation requires collaboration between NGOs, government, private companies and local communities.

*What were the biggest challenges your group faced when developing your project?*

The biggest challenge was reconciling the schedules of all the participants during the eight weeks of project development. The scope of our project's theme also made it difficult to define our specific role, requiring a great deal of effort to focus on essential aspects. In addition, putting together such a complex project in a short period of time was extremely challenging, requiring efficient management of the time and resources available.

*How do you think the skills acquired at Orange Academy will help you in your professional career?*

The skills acquired, such as the ability to work in a team, solve complex problems, develop sustainable projects and use methodologies to create competitive advantages, will be extremely valuable in any professional career.

“

**The most memorable moment was the final presentation of the project to the live audience and the judges.**



*What was the most memorable moment for your group during the program?*

The most memorable moment was the final presentation of the project to the live audience and the judges. It was extremely gratifying to see all the effort and hard work being recognized and validated by experienced professionals. Being with the group together, presenting to everyone, was an unforgettable experience, especially as we were in the presence of renowned people and were noticed and praised by them. This recognition was a great incentive and a validation of our work.

*What aspect of the program did you find most challenging?*

The most challenging aspect was the time management and coordination of the group's activities, especially considering the different agendas and responsibilities of the members. In addition, the complexity of the topic of water and sanitation management required significant in-depth study in order to develop viable solutions.





## INTERVIEW

### GROUP 02 - SMART RAINWATER

*GABRIEL PENTEADO (PINHEIRO NETO), NICOLE ENGEL (SUPERGASBRAS), TATIANA AMANCIO (KPMG), LIVIA ATUM (FRIESLAND CAMPINA), FELIPE SANTOS (AKZONOBEL).*

*What were the most significant challenges your group encountered while working on your project?*

One of the biggest challenges in developing the project was undoubtedly dealing with such a delicate issue, especially after the events in Rio Grande do Sul. The issue of flooding in cities is a complex problem, in which one or two initiatives or projects will never be enough to bring concrete solutions to society, but only coordinated and planned actions between public authorities and other social entities, a change in their way of thinking and structuring plans that serve everyone in the short, medium and long term. As a result, the app solution would never work for this issue.

*How do you believe the skills gained at the Orange Academy will benefit your career?*

Throughout the program we have had access to diverse content, focused on technical knowledge and behavioral skills, which will undoubtedly enhance our skills and support our career development. Technical knowledge is relevant to broadening our vision, bringing a holistic view to processes, as well as understanding and alignment with organizational strategy. Behavioral skills will also support our maturity and professional positioning. In addition to the content of the modules, it is worth noting that the development of the project will also have a positive impact on our career, as it gave us the opportunity to work in a multidisciplinary team with different backgrounds and world views, as well as developing our emotional intelligence to deal with pressure situations. Finally, it was also an opportunity to improve our English proficiency, which is also a necessity in today's job market.

*What tool or methodology did you learn during the program that had the greatest impact on you?*

The concept of Sustainable Competitive Advantage presented by Professor Martin in the strategy classes had the greatest impact on me, as it reverberated within my professional career, making me reflect on what might be the factor that makes my projects/products unique and impossible to copy. Because I work in the field of product development and innovation, this critical thinking is undoubtedly fundamental to the lasting success of a business.

“

**Take advantage of the integration with different people, the teachings of the speakers, the advice of the coaches and past participants and the time with the Orange Academy staff. It's a unique opportunity.**





*What advice would you give to future Orange Academy participants?*

Although cliché, the first piece of advice would be "enjoy it, it goes by quickly" (and how!). Take advantage of the integration with different people, the teachings of the speakers, the advice of the coaches and past participants and the time with the Orange Academy team. It's a unique opportunity.

My second piece of advice would be "get organized". Time is short and life doesn't stop. It's a question of organizing yourself to reconcile work, social life and Orange activities. And please don't stop everything to dedicate yourself to Orange. Obviously there will be times when Orange is the main thing, but don't make it the center of your life during these eight weeks. You never know where inspiration for the case might come from. My group, for example, got inspiration from conversations with friends at dinner parties.

The third and final piece of advice would be to "have fun". You'll realize that the case is too complex to be completely solved in two months, so don't think you're going to save the world in that time. Obviously, do a great job, but have fun in the process with your group. Laugh at the most absurd ideas you can think of, connect and learn about yourselves, tell bad jokes, promise to buy each other rounds of drinks when you're done, in short, have fun. It's a group that will be with you for eight weeks and will probably spend more time with you than other people in the last few weeks. Become friends, go out for dinner. The process will become more enjoyable this way, and we always learn more when we do things with people we like.

Finally, know that it's intense, but, as a famous poet would say, "everything is worth it, if the soul is not small". And know that you were chosen because you are great.

*What part of the program did you find particularly challenging and why?*

The most challenging aspect was the time management and coordination of the group's activities, especially considering the different agendas and responsibilities of the members. In addition, the complexity of the topic of water and sanitation management required significant in-depth study in order to develop viable solutions.





## INTERVIEW

### GROUP 03 - EVERY DROP COUNTS

*PEDRO CHINAGLIA (KOPPERT), CAROLINE FUJISAWA (DSM-FIRMENICH), IARA CORREA (PHILIPS), DANIELA DAUAR (RABOBANK), GUILHERME NOGUEIRA (VAN OORD).*



*How did the support and guidance of your coach influence the development of your project and your overall experience at Orange Academy?*

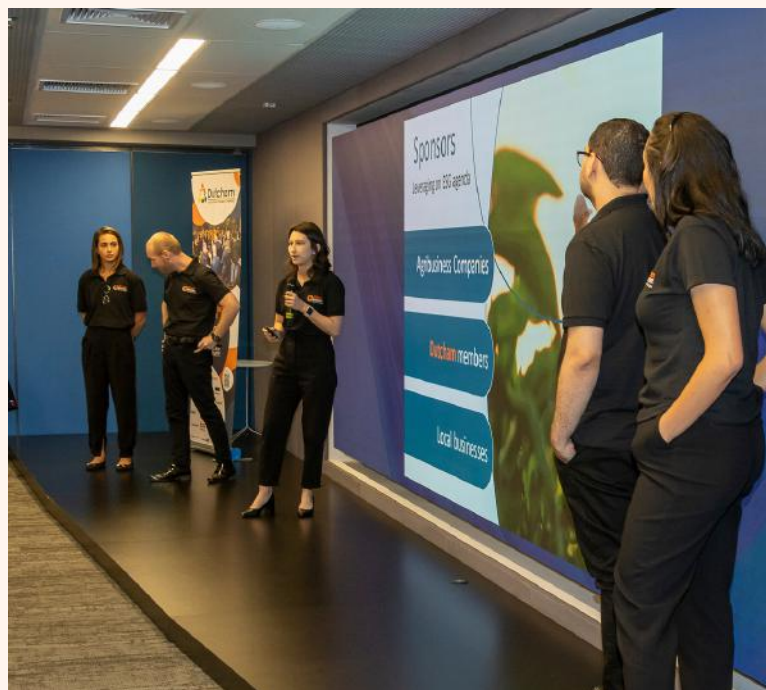
We worked together with a top professional called Gjis van Delft. He is very intelligent, motivating, gave us his vision on the subject and always left room for discussion, listened to our opinions and took part in almost all the meetings, including with the staff from the institutes, the teachers. He even gave us access to people interested in taking part in our research and development. It was very gratifying to be able to work with Gjis. The overall experience was extraordinary. We were part of a very qualified group with sensational people, each in their own way. Carol Fujisawa, Iara Correa, Pedro Chinaglia, Daniela Dauar added a lot to our way of looking at the corporate world and working in groups. We hope to keep in touch and make this friendship grow.

*How was the experience of presenting the project to a live audience and to the judges?*

Our group gave an excellent presentation. Presenting projects of this size is always very nerve-wracking, but as they are all graduates and presented course conclusions during their time at university, we managed to pull it off.

*How do you think the skills acquired at Orange Academy will benefit your career?*

Learning about strategy, leadership and emotional intelligence is already adding a lot to our professional life.



*What was the most significant lesson you learned during the Orange Academy program?*

The importance of the conscious use of water and how a group of 4 people who were previously unknown to each other is able to develop such a laborious project in 8 weeks.

*Which tool or methodology introduced during the program had the greatest impact on you?*

Learning how to control the emotional part, the exercises taught were what had the greatest impact on us. We would like to take this opportunity to thank once again, on behalf of the group, for the opportunity to take part and to all the team behind this challenging project, thank you very much.

“

**Learning how to control the emotional part, the exercises taught were what had the greatest impact on us.**



## INTERVIEW



### GROUP 04 - WATER POLLUTION

*PATRICIA CUNHA (DE HEUS), ELIAS OLIVEIRA (SHELL),  
BRUNO LENZ (HEINEKEN), MARCELA PEREIRA (METRIXLAB),  
ANA LUISA FUCCI (VIEIRA REZENDE).*



*How did it feel to win the Audience Award and the Case Challenge at the Orange Academy?*

It was an indescribable feeling! From the beginning of the classes, we knew the competition would be very tough. The other groups did an excellent job, so we felt extremely honored and proud to have been chosen by the judges as the winning group of the Case Challenge. This recognition validated all the effort and dedication we invested in the project. Winning the Audience Award also had a special taste! It was wonderful to involve our families, friends, and colleagues in such a meaningful moment for us.

*What were the biggest challenges your group faced when developing your project?*

Without a doubt, the greatest challenge we faced in developing the project was anticipating all the points that needed to be addressed to ensure the solution was truly viable.

Our goal was to present a solution that could be implemented the next day, using only the information contained in our report. To achieve this, we had to reprogram our minds to think like someone reading the report for the first time. What would the judges think? Which points needed to be addressed more thoroughly to ensure the correct approach to the topic?



**GUSTAVO TAVARES**  
Top employers  
Coach Group 04

*What advice would you give to future coaches participating in the Orange Academy to ensure their teams succeed?*

Ensure your team's solution is not only technically innovative but also financially viable. Judges seek groundbreaking ideas, but a robust financial model validating its MVP will truly set it apart. This suggested approach will significantly enhance your team's chances of causing a great positive impression with the Academy's discerning panel of experts.

It was a challenging moment because, after reading and rereading the report so many times during its preparation, our vision had become so accustomed to the text that it became harder to identify these critical points.

*What do you think made your project stand out?*

In our opinion, the biggest challenges we faced during the preparation and review of the project were also the differentiating factors that made our solution stand out. As mentioned earlier, our goal was to present a tool that effectively addressed the identified problems. We wanted to move beyond theory and demonstrate, in practice, how the solution could be implemented.

To achieve this, we dedicated a significant portion of our report to presenting the execution plan for EcoLink, including: the financial model, competitive advantages, risks and opportunities, and the phases of project implementation. We also covered the legal framework of the solution, detailing the legal structure, corporate governance, and potential tax incentives that could be utilized to engage stakeholders.

*What inspired your group to donate the R\$1,500 prize of the Audience Award to one of the waste pickers?*

During one of our initial conversations about the project with Gustavo, our coach, we concluded that the key differentiator of our proposal would be the social impact it could provide. Understanding and addressing the challenges faced by waste pickers, a professional class essential for the functioning of Brazilian cities and yet so undervalued, would set our project apart from existing solutions and make it relevant in the market.

However, doing this effectively would only be possible if we listened to the experiences of those who face these difficulties daily. So, we began looking for waste collection professionals in our surroundings. That's how we crossed paths with Bira.

Bira was immensely generous with us. He answered all our questions and doubts with a wealth of detail that allowed us to produce a well-founded report with viable solutions. Without his contributions, we wouldn't have achieved the results we did.

We are extremely grateful to Bira, and donating the value of the audience award to him was one of the ways we found to express our gratitude and give back for all the support we received from him over the past few months.

“

**We concluded that the key differentiator of our proposal would be the social impact it could provide.**

*What expectations do you have for the trip to The Netherlands and how do you think this experience will contribute to your professional growth?*

We are very excited and eager for the trip! We know it will be an experience with a significant impact on our personal and professional growth. Traveling is always an opportunity to broaden our worldview. And a trip like this, carefully planned by Dutcham, will provide us with a unique opportunity to acquire new knowledge and experience a new culture, with its customs and traditions.

Besides exploring Dutch culture, we will have the chance to observe firsthand some of the technological innovations and advanced methodologies used in the Netherlands that we researched during the preparation phase of our project. We hope this experience will inspire us to develop new approaches and creative solutions to professional and personal challenges.







## INTERVIEW

### GROUP 05 - WATER RECICLYING

MARINA AQUINO (DSM-FIRMENICH), BIANCA SANTANA (RABOBANK), JOÃO SIQUEIRA (ARCADIS), LARA ALMEIDA (SBM OFFSHORE).

*What was the biggest lesson you learned during the Orange Academy program?*

The biggest lesson I learned was that it is possible to go beyond our daily responsibilities, even if it is challenging. Developing skills in other areas to carry out projects is extremely beneficial for the mind, especially when we work with such incredible partners as our group.

*What were the biggest challenges faced during the development of your project?*

The biggest challenges we faced were time management, balancing the execution of the project with our daily responsibilities. In addition, we had to deal with the loss of a group member\* just before the halfway point, which required us to make an additional effort to compensate for the absence and maintain progress.

*What advice would you give to future Orange Academy participants?*

Our advice is to focus on the details requested in the project and keep realistic expectations. Remember that you don't have to change the world or the country in just two months. Concentrate on doing a job well within the given scope and value learning along the way.

*How did your coach's support and guidance influence the development of your project at the Orange Academy?*

The support of our coach was fundamental, providing critical insights into our work. This helped us to develop further and challenged us to achieve our best every day.

\*As OA rules require participants to be employed by their affiliated company, one talent exited the program upon leaving their job.

The constant guidance was crucial to the success of the project and significantly enriched my experience at Orange Academy.

*What was the most valuable lesson learned during the Orange Academy program in your opinion?*

The most challenging aspect was working with totally different people, from different companies and with no relation to my day-to-day routine. Despite the challenge, this experience was extremely beneficial, as it taught me how to collaborate effectively in a diverse environment and to value different perspectives.



“

**Remember that you don't have to change the world or the country in just two months.**





## INTERVIEW

### **DR. DENISE CARVALHO**

*PHD IN BUSINESS ADMINISTRATION. HEAD OF THE JURY AT THE ORANGE ACADEMY.*

*What was it like to be the Head of Jury at the Orange Academy, and how did your role impact your perspective on the projects presented?*

I felt a great responsibility. Firstly, in promoting alignment among jury members on “what to expect from the work of the talents” and, secondly, in ensuring that everyone understood the criteria for analyzing the work, aligned with the objectives defined by Orange Academy. The theme chosen for this year, water, was very complex and could be seen from different perspectives and it was extremely important to encourage the groups to delve deeper into the diversity of topics related to it.

*How did you managed the diverse perspectives and expertise of the other jurors during the deliberation process to ensure a fair and balanced evaluations among such a diverse range of projects?*

The diversity and qualifications of the jury members, I believe, is one of the strengths of the Orange Academy, not only in this 2024 edition, but in all of which I have participated. It is challenging but extremely enriching to bring experiences from different backgrounds together on the same table. This year's theme provided very interesting discussions from different perspectives, social, economic, cultural, technological, political and many other aspects. A crucial aspect that has helped a lot was the clear definition of the evaluation criteria, where each member used their own experience to analyze the work, but with the guarantee of doing so on the same range of topics. At the time of deliberation, each juror presents their individual analysis and at this point we seek a common assessment for the group of jurors and that is where the discussions become very interesting and rich.

*What aspects of the Orange Academy do you believe are most beneficial for the participants' professional growth?*

Participants have the opportunity to update themselves on relevant topics and tools related to business management, based at a world-renowned university in the subject such as Erasmus University (Rotterdam School of Management). The diversity of people in the work groups is extremely enriching, with professionals from different organizations and sectors and professional backgrounds actively participating in activities and discussions. It also gives participants an identity within the group of Dutch companies that make up the Dutch Chamber of Commerce, adding an international dimension to be explored for the expansion and development of their knowledge, making it possible to seek and bring new ideas and solutions to be applied to the local context. The bonds established between participants can be extremely useful in supporting each other in the different situations and challenges that will arise in their professional lives.





*How do you think the Orange Academy contributes to fostering innovation and creativity among its participants?*

The entire Orange Academy program is aimed at fostering creativity and innovation. The chosen themes are thought-provoking and present numerous challenges, which are allocated individually to each group.

Participants need to research the challenges related to the chosen topic in the local (national) context, identify the main gaps, actors and all other elements that generate opportunities for new ways of doing business. The pressure on organizations regarding the way they do business has increased significantly and is linked to the global human, ecological, economic and health crisis. Participants are also encouraged to look for innovative international solutions, in countries like the Netherlands, which have enormous experience in topics related to sustainability and can be taken as a reference to be adapted to the local context.

*What do you hope participants take away from their time at the Orange Academy, both professionally and personally?*

The Orange Academy provides an improvement in skills and knowledge and promotes greater professional exposure in the group of Dutch companies, resulting in an increase in their professional value. Talents will most likely feel able and will be challenged to take on greater responsibilities, entering a process of professional advancement.



Personally, everyone was exposed to new perspectives and insights on relevant topics that will help to find ways of developing new ideas and innovations to ensure success on how to become a better leader, employee, manager, parent or spouse, and also develop into the person they want to become. I believe that those who focus on their personal development are the ones who will achieve higher levels of success in their lives.

*What final message or piece of advice would you like to give to the participants and recent graduates of the Orange Academy?*

The Orange Academy program promotes training and capacity building in topics considered crucial for organizations that want to go beyond 'compliance' in all areas of management. Regarding business sustainability strategy there is a huge gap between intention and realization that companies need to overcome. For the professionals who wish to engage in this mission, the opportunities are countless.

I believe it is extremely relevant to identify what role each person wants to play in the organizations, communities and society as citizens to become an agent of positive change. I also believe that what moves a career is passion, purpose and potential. Everyone can always build their potential, but it will take passion and a good purpose to move forward.



## INTERVIEW

### **DR. MARTJIN F. RADEMAKERS**

*FACULTY MEMBER AT RSM. SPEAKER AT THE ORANGE ACADEMY - STRATEGY AND INNOVATION SESSIONS.*



*What was it like to be a 'professor' at the Orange Academy?*

Everything but boring.

*Teaching online is not that easy, especially if you have never met your "students" live. Nevertheless, it seems like you both made a huge impact on all the participants. What is your "secret" formula?*

My 'secret sauce' is, of course, secret 😊  
But to lift the veil just a little: leverage the curiosity of the participants through action-based discovery in small teams. Next, the findings of the teams are building blocks for lively plenary discussions.

*What do you think are the most important skills that a "leader of tomorrow" should have?*

We live in a hyper-connected yet fragmenting world where new technologies drive social, economic and political change. As The Dire Straits once sang: 'we have just one world, but we live in different ones'. Hence, leaders of tomorrow, in my view, need to have the capability to build bridges. Between people, between companies, between countries.

*Where do you see the biggest challenges for this generation of talents (between 25-32 years old) in order to be successful in their career?*

To keep up with corporate dinosaurs.

Which was the most funny/embarrassing anecdote during your session?

Funny: the music during the beaks – lots of Queen this year. Embarrassing: it is hard, sometimes, to pronounce the names of the participants correctly first time round, and sometimes the second time, too.

Are there things that you have learned yourself from this program?

It is really great to get a sense of what's going on in Brazil, and in the minds of the participants.



“

**Lift the veil just a little: leverage the curiosity of the participants through action-based discovery in small teams. Next, the findings of the teams are building blocks for lively plenary discussions.**



## INTERVIEW

### ISABELE LODYGENSKY (BELA)

KEYNOTE SPEAKER ON EMOTIONAL INTELLIGENCE & CULTURAL INTELLIGENCE. SPEAKER AT THE ORANGE ACADEMY - LEADERSHIP SESSIONS.



*What was it like to be a 'professor' at the Orange Academy?*

It is fantastic, fun and challenging in many ways. It is also a BIG responsibility. It requires intentionality and thoughtfulness on my part to make the two hours of education be impactful and meaningful for the talents. I want to make sure that at the end of our two hours together, each participant is walking away with (life and work) tangible and applicable tools. I am also focusing on the impact being long term, and not a momentary enthusiasm. With this, it requires thoughtful planning, and great preparation.

*Teaching online is not that easy, especially if you have never met your "students" live. Nevertheless, it seems like you both made a huge impact on all the participants. What is your "secret" formula?*

Two secrets: the first was mastering 68 high school students online 3 times a day for 80 minutes each class during the pandemic for an entire academic year. Repetition and experience makes it better (never perfect). The second is leading and living life from the heart and a place of passion. Be it in person, or online I am passionate about speaking and coaching.

I am passionate about impacting each person I come in contact with. I would say this passion travels from my heart, through the screen, and directly into each participant's hearts.



*What do you think are the most important skills that a "leader of tomorrow" should have?*

Diligence, discipline, a 'whatever it takes attitude', and mindset. Leaders lead, they consistently show up, they see obstacles as opportunities for change, growth, and evolution. Mindset is essential. It keeps the leader focused and centered to be diligent, to have and execute daily discipline, to show up and do whatever it takes to get the job done. I will add one, a vision for the great good. A leader serves people, through people, for the greater good. A leader sees and executes beyond the self.

*Where do you see the biggest challenges for this generation of talents (between 25-32 years old) in order to be successful in their career?*

Critical Thinking, Responsiveness Versus a Reaction, Emotional Intelligence (EQ). Individuals ages 25 to 32 must improve their capacities to stop, observe, ponder upon a situation, and respond to it. I observe that younger leaders are too quick to react, and react too often. As it relates to EQ, learning to objectively compartmentalize thoughts and feelings, facts from the stories of your head, and channel it all towards a positive outcome is essential. The key word here being OBJECTIVELY.

*Are there things that you have learned yourself from this program?*

I have learned that talent and leadership is not an age 'thing'. It is an inner heart, and a soul 'thing'. Leadership is a higher level of consciousness. If you look at this program for example, it is a compilation of multiple generations coming together for the greater good. From Peggy, Camilla, Isabella and the OA team, to the company leaders and CEOs, sponsors, speakers, and the talented themselves we have all come together to support one vision. Each and every person in this initiative is a leader in some dimension. The one common dimension amongst us all is leadership from within. In short, I learned and have been reminded that leadership matters, and it is indeed impactful.

*How special is this program, or how different from what you have been doing in the past?*

This program is special in the sense that it brings together leaders from different companies into a team where they must come together quickly to solve a challenge collaboratively. This alone is a challenge, let alone solve the challenge presented to them in 8 weeks, while attending to their full time jobs?!! It is a BIG ask.

It also has an interesting cultural component in connecting two polar realities (The Netherlands vs Brazil). This is mindblowing to me, interesting, challenging in many fronts.

The Orange Academy is different from all other speaking engagements and training globally for sure, and elaborating on this would be such a long answer, but let's say the OA is my favorite project each year.

By far! Perhaps because after 4 hours of coaching I can see the talents on stage applying leadership from within and putting into practice so quickly what we learned together. It is an immediate reward for the professor/speaker.

*Any arguments you want to give to young talents why they should participate in this OA?*

Yes! If you are offered the opportunity to be in the OA, and you take longer than 5 minutes to say yes to it, most likely you are not a leader, or not ready to be one. Any young talent thriving and striving for great things in his/her life will receive this invitation and JUMP AT IT with passion, curiosity and enthusiasm, and not think twice about it. If you catch yourself thinking twice about it, please move over to allow room for the next candidate who is ready. It is a challenge. A big one. Take it. Thrive in it. Fall in love with doing the hard things, and doing them well.

“

**It is fantastic, fun and challenging in many ways. It is also a BIG responsibility. It requires intentionality and thoughtfulness on my part to make the two hours of education be impactful and meaningful for the talents.**







Elevate your comfort  
with the new  
**Premium Comfort Class**

When flying KLM on intercontinental flights you can elevate your comfort to enjoy a separate cabin with more space, a wide selection of meals and drinks, and a larger inflight entertainment screen.

Find out more at [klm.com.br](https://klm.com.br)

 **Royal Dutch Airlines**  
Travel Well



# Beyond HR

An advanced skillset for leading people and culture

- » Learn to shape the future of organisational culture
- » Develop strategic and critical thinking
- » Make your mark in your organisation and in your industry

## Short course

Length:	3 day programme
Language:	English
Date:	2 December 2024

Resilient organisations need strategic HR thinkers. The changing nature of organisations and culture – increased digitisations, unexpected global events, changing stakeholder needs – can be difficult to understand and manage. To be a people expert, change leader and value creator, you must move beyond HR.

This three-day HR training from Rotterdam School of Management, Erasmus University (RSM) empowers you to think differently about strategic culture and change. It challenges you to look beyond the obvious and supports you to create greater value in your organisation.

Where other courses simply lecture you on HR strategy, this programme takes a unique and distinctly RSM approach, with highly interactive workshops based on innovative research insights.

Accredited by



[rsm.nl/beyondhr](https://www.rsm.nl/beyondhr)







# Global experience with local knowledge

KPMG has a multidisciplinary team that assists foreign companies in navigating the complexity of doing business in Brazil, enabling them to achieve their growth targets. We offer a collaborative network with a consistent approach that seeks to reinforce a bilateral relationship and contribute to the development of Dutch companies in the national territory.

Learn more: [kpmg.com.br](https://kpmg.com.br)

© 2024 KPMG Consultoria Ltda., a Brazilian limited liability company and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. Printed in Brazil.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.



# Integração e Desenvolvimento

Desenvolvendo  
competências  
essenciais com foco  
em performance  
e resultados

## Trillio

HRTECH que  
desenvolve  
pessoas e  
empresas  
para liderarem  
futuros melhores

### PRODUTOS

#### Trillio Play

Plataforma com cursos on-line, pilulas do conhecimento e masterclasses para lifelong learning e também LMS.

#### Trillio Class

Palestras e Oficinas.

#### Trillio Next

Programas para aceleração de performance.

#### Trillio On Demand

Soluções Educacionais sob medida: Onboarding, Treinamentos Técnicos e de Produtos e produção de conteúdo em diferentes formatos.

RESIDENTE



INVESTIDA



# CLOSING WORD

To conclude this edition of Dutcham's magazine, we would like to thank all our partners and sponsors for their important contribution to the program.

First of all, our thanks go to our "partner in prime" since the very beginning, the **Erasmus University - Rotterdam School of Management in Rotterdam**. The team of Sue Martin, with Bruno Hasa and Marcos Siqueira, were our source of inspiration in terms of content and professors. Thank you for the 4 years of continuous support and for the many hours of brainstorming, preparation and many wonderful moments together. Every year it is truly a pleasure to work with you.

In addition, special thanks to **KPMG Brazil**, in particular to Jean Paraskevopoulos and Laura Trapp for their great support during the kick-off event and the graduation ceremony. Not only your operational support was greatly appreciated, but also your input to continuously improve the program made the real difference.

Also thanks to **Trillio** and **Tonica** for the technical support behind the scenes. And especially many thanks to **KLM** for supporting the Talent Trip, thanks to you we will soon be able to bring the winning team to the Netherlands safely and well.

Finally, we would like to thank not only all talents for their commitment, enthusiasm and hard work, but also all the companies for their unconditional support to their talents and to Dutcham. Ultimately, it is thanks to you, our members, that we can realize this amazing talent program.

Already looking forward to the next edition of the Orange Academy in 2025.



***Dutcham team during the Graduation Ceremony***

*Peggy De Rop (Managing Director) - Camila Chaves (Event & Project Coordinator) - Isabella Rohde (Marketing Trainee) - Karin Vecciatti (Business Project Manager) - Kristhian Fortunato (Administration Trainee)*



# Thank you

## class of 2024



Avenida Brigadeiro Faria Lima, 1779  
01452-914 São Paulo/SP - Brazil

[www.dutcham.com.br](http://www.dutcham.com.br)  
[info@dutcham.com.br](mailto:info@dutcham.com.br)  
+55 11 97856-1294

