

Transformando seu Conhecimento em Artigos
Técnicos





- 39 Anos
- 23 anos com Tecnologia
- Mestre pelo ITA
- Palestrante há 12 anos
- Treinador Comportamental
- Head de Educação na DIO

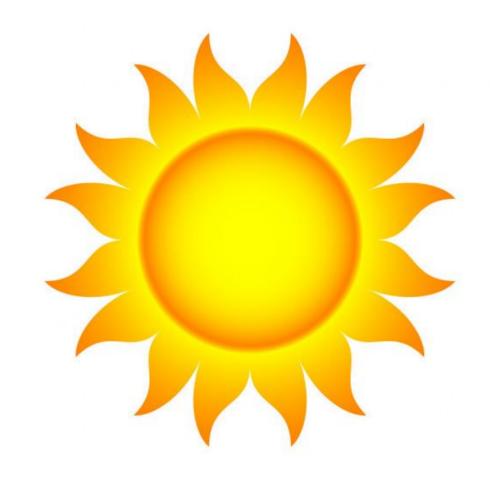
#### Renan Oliveira



# Neuroassociação









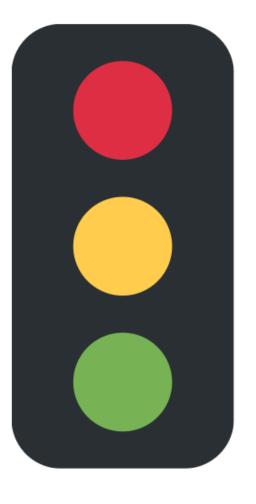






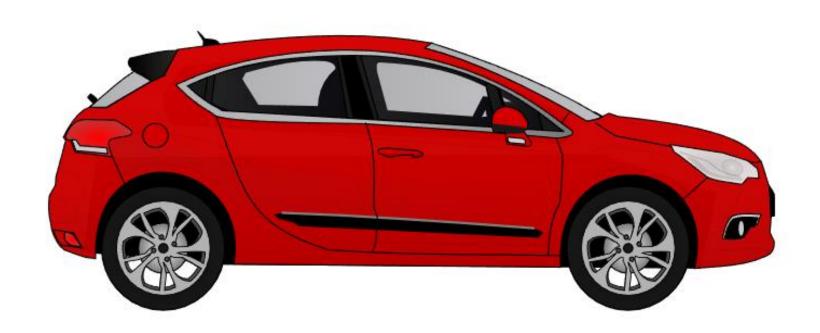






















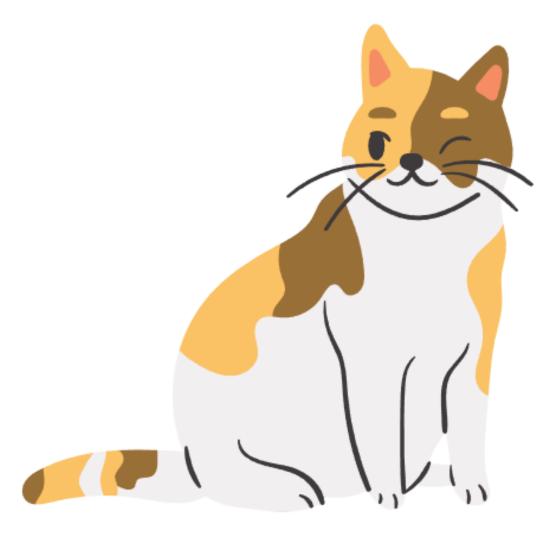






**die.** campus expert.





**die.** campus expert.













**() () () () () () ()** 







## Neuroassociação

Esse termo refere-se às associações que fazemos no nosso cérebro entre eventos externos e estados emocionais.

Sabe quando toca uma música e você se lembra de algo ou de alguém?

Esse é um exemplo perfeito de neuroassociação. **Somos criaturas de emoção e não de lógica.** 



Tá bem, mas o que a Neuroassociação tem a ver com Artigos Técnicos?





## 1) Brainstorming

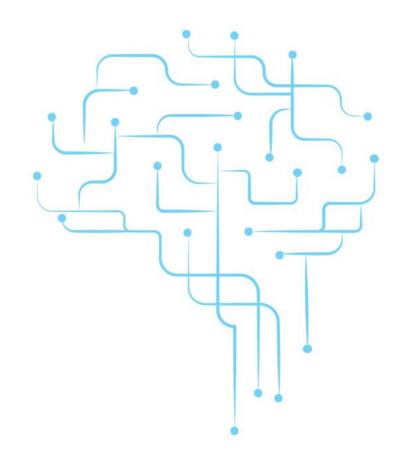
"Tempestade de Ideias"





## 2) Neuroassociação

"Conectar ideias de forma lúdica"





### 3) HeadLine

#### "Chamando a Atenção"

I also discuss new meaes on global security. t time this meeting was y productive and has ught major changes on th. We will visit several es of strategic interest will discuss possible aborations nationally.

cussion for global war and terrorism issue ong other things v discuss new measur global security. La e this meeting was ver ductive and has brough or changes on Earth. We visit several places of tegic interest and will suss possible collaboras nationally. ong other

discue

aght major changes collaborations nationally. .. Earth. We will visit several places of strategic interest and will discuss possible nas brought collaborations nationally.

est and will discuss possible

Among other things will also discuss new measures on global security. Last

crai praces of strategic litter- tearth, we will visit several cuss new measures on grouces of strategic interest al security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss ossible collaborations nanally.

> l also discuss new meaes on global security. st time this meeting was ry productive and has rought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

Discussion for global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought





### 3) HeadLine

- 1° Gerar desejo
- 2° Usar gatilhos mentais
- 3° Explorar resultados e não processos

Substitua:

Aprenda / Pratique;

Por:

Domine / Saiba como;

4° Transmitir segurança

- 5° Dar uma solução definitiva
- "Guia definitivo"
- "Para iniciantes"



## 4) Pesquisa

"Seja Curioso"





## 5) StoryTelling

"Contando uma História"





### 6) Tornar Lúdico

"Adicionando Imagens, Links e Código Fonte"





#### 7) Escrever

"Coloca suas ideias para fluir"





### 8) Validar e Revisar

"Double Check sempre!"





#### 8) Validar e Revisar

#### Máximo 3.000 palavras:

✓ Usar um contador de caracteres (<a href="https://www.invertexto.com/contador-caracteres">https://www.invertexto.com/contador-caracteres</a>)

#### Títulos com Capitalize:

✓ Use sempre captalize (<a href="https://capitalizemytitle.com">https://capitalizemytitle.com</a>)



## Obrigado

https://www.linkedin.com/in/renanoliveira-dio

