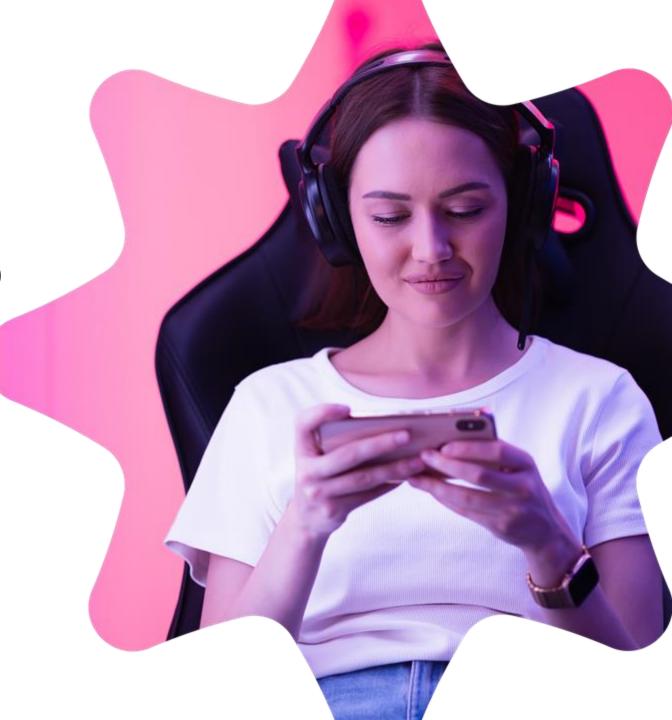


Transformando seu Conhecimento em Artigos
Técnicos





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

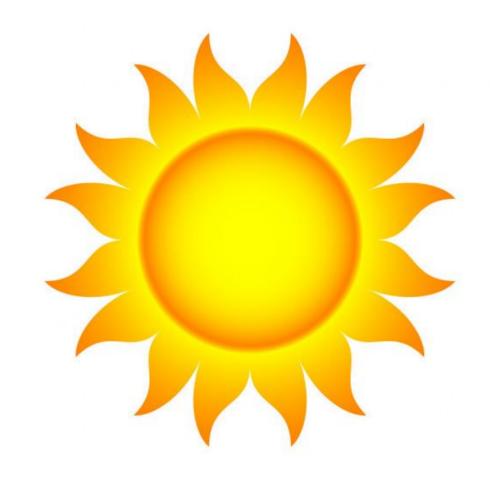
### Renan Oliveira



# Neuroassociação









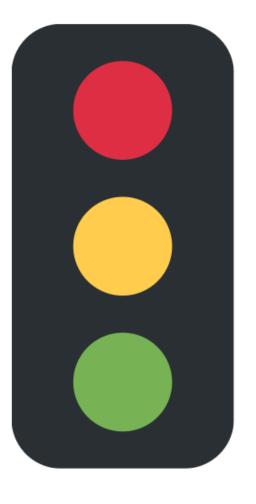






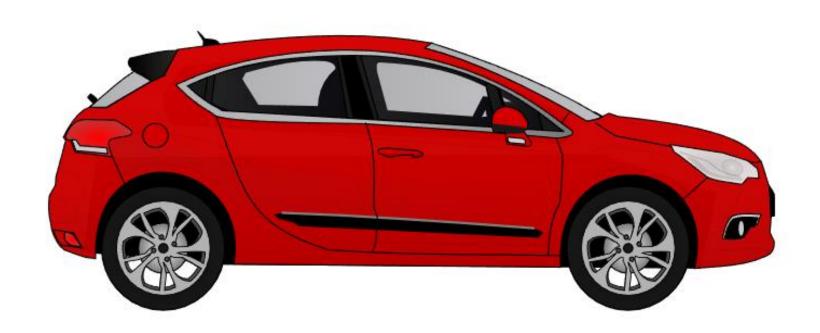






















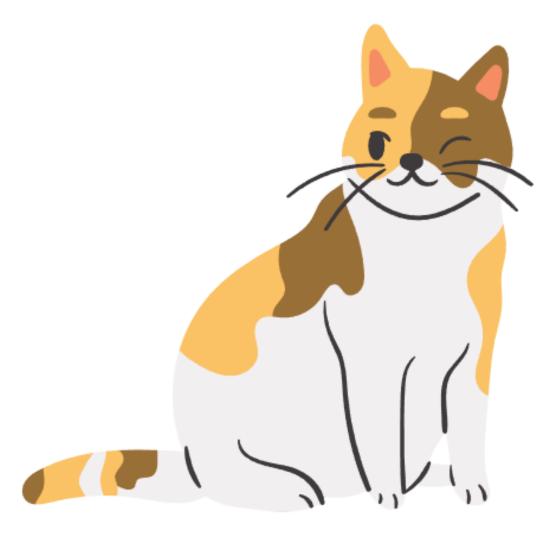






**die.** campus expert.





**die.** campus expert.













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# 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

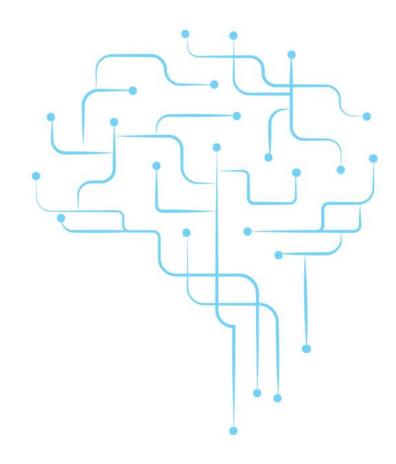
"Tempestade de Ideias"





# 2) Neuroassociação

"Conectar ideias de forma lúdica"





## 3) HeadLine

#### "Chamando a Atenção"

t 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 ces of strategic interest will discuss possible aborations nationally.

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a Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

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

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Will also discuss new measures on global 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 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

