



IRONHACK

Orientation Day

PT | APRIL 2023 | BRAZIL

Orientation day

Ironhack way of life

- Program
- Career Services
- Community

Graduation Requirements

- Agreements
- Deliverables

Questions





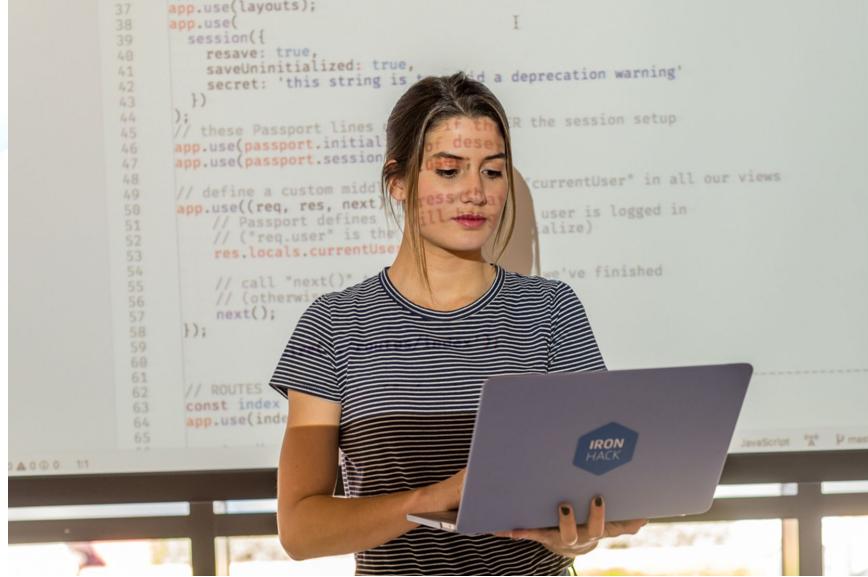
WELCOME TO THE NERD ZONE, MY FRIEND

It won't come easy





This is **not college anymore**



This is an **industry of change**

Never stop building





THE IRONHACK WAY OF LIFE



WELCOME

to a family of 11000+ ironhackers

**You are now
part of the
Ironhack Family**

- Started operations in Madrid
First Web Bootcamp! 2013
- Campus in Barcelona & Miami 2014
- First UX/UI Bootcamp
500 graduates! 2016
- Campus in Paris & Mexico City 2017
- Campus in Berlin, Amsterdam & São Paulo
First Data Analytics Bootcamp 2018
- Campus in Lisbon 2019
- Launch of Remote Campus
and Cybersecurity Bootcamp
10k alumni – Achievement unlocked 2020
- Scale to B2B, B2G and B2B2C deals
Over 11000 alumni graduated 2021
- Your career in tech has started!
Welcome to your Ironhack journey! 2023

Our Mission



Our mission is to ensure we are people's #1 choice when it comes to transform their careers to join a thriving community of technology professionals who love what they do.

Our Vision



**To be the most outcomes-focused
educational institution in the world – at scale!**

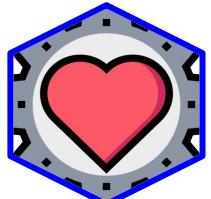
Our Values



CAN-DO ATTITUDE
IS THE WAY WE ROLL



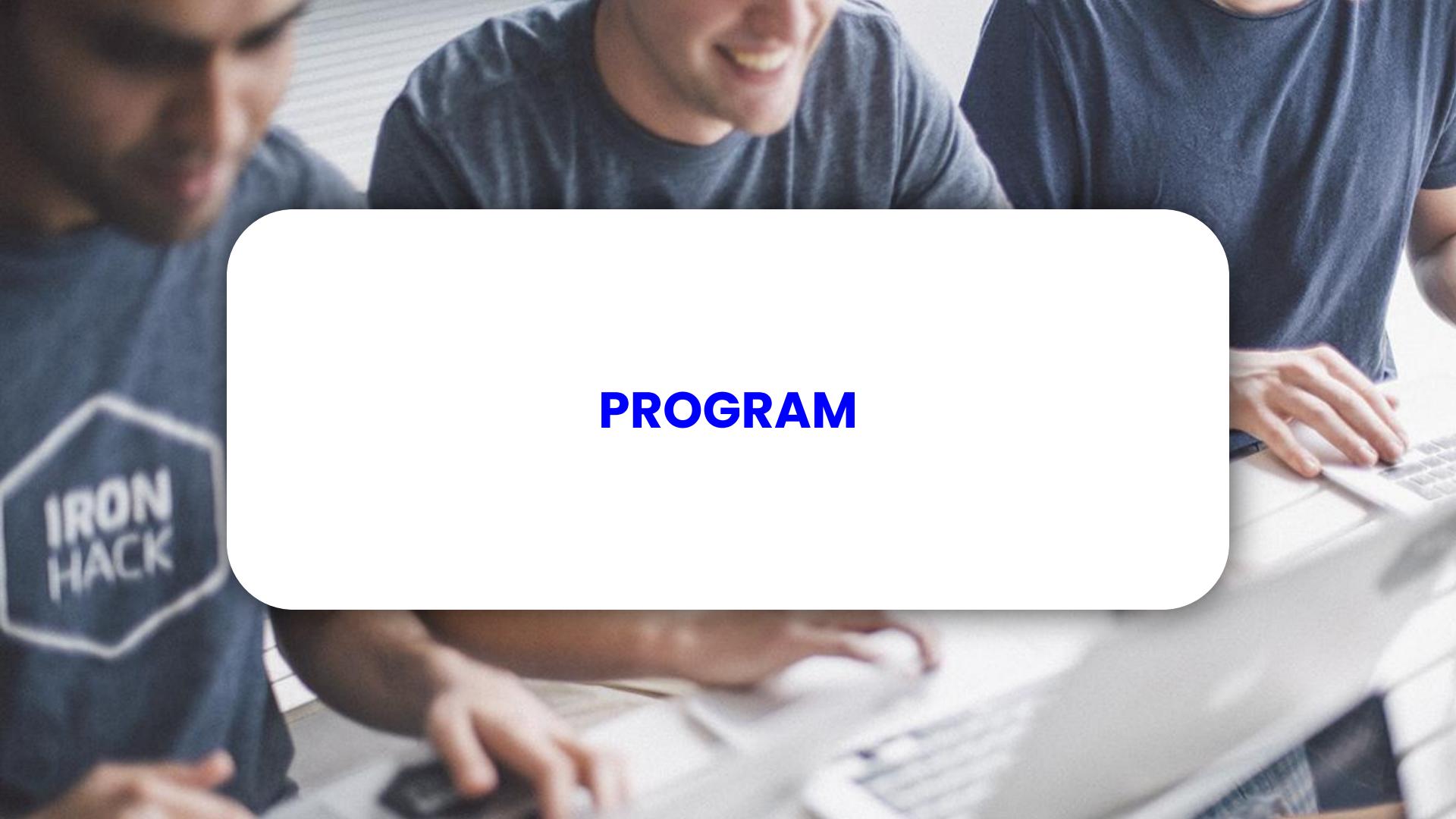
LOVE PEOPLE
AND THEIR STORIES



DRIVEN BY PASSION
ABOVE ELSE



COLLABORATE
TO GROW

A photograph of three young men sitting at a table, each working on a laptop. They are all wearing dark blue t-shirts with the "IRON HACK" logo on the chest. The man on the right is smiling broadly. The background is slightly blurred.

PROGRAM

Our team

**The ones that makes it happen.
To big for a single slide!**



Development Warriors



Alexandre Lima
Lead Teacher FT



Karen Okasaki
Lead Teacher PT



Daniel Kunrath
Lead Teacher PT



Nilton Freitas
Lead Teacher PT

Design Squad



Bruno Pavani
Lead Teacher FT



Fransuel Nascimento
Lead Teacher PT



Marina Domingues
Lead Teacher PT

Data Magicians



Raiana Rocha
Lead Teacher FT



Pedro Albuquerque
Lead Teacher PT



Pedro Teche
Lead Teacher PT

The local backstage



Wanessa Cristina
Community Associate



Rafael Rodrigues
Program Associate



Nathalia Petreche
Student Success Manager



Gabriela Guratti
Admissions SDR



Amanda Pereira
Growth Manager



Isabella Paiva
Program Manager



Alexandre Tibechrani
General Manager LATAM
Consumer



Fada Madrinha d@ Alun@



How do we identify ourselves

103 WD PT April 2023

Squad Number

Bootcamp
Course

Bootcamp
Format

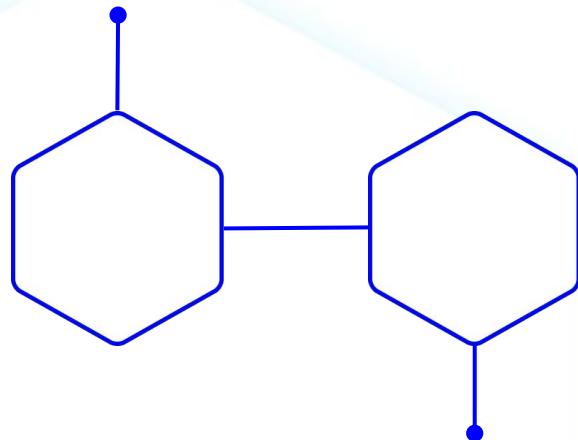
Month/Year the Cohort started



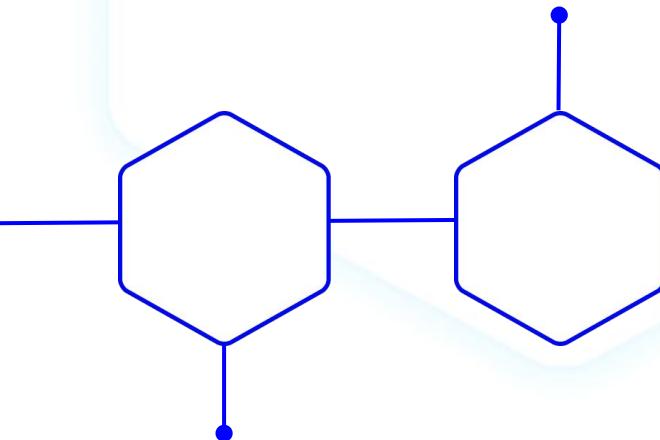
Some of the platforms we use to...

Communication > DISCORD!

Download
Discord



Ironhack server



Add the team !

nathalia.petreche-SSM-SAO#8362

Setup your profile
john.doe.sao.wdft.apr23

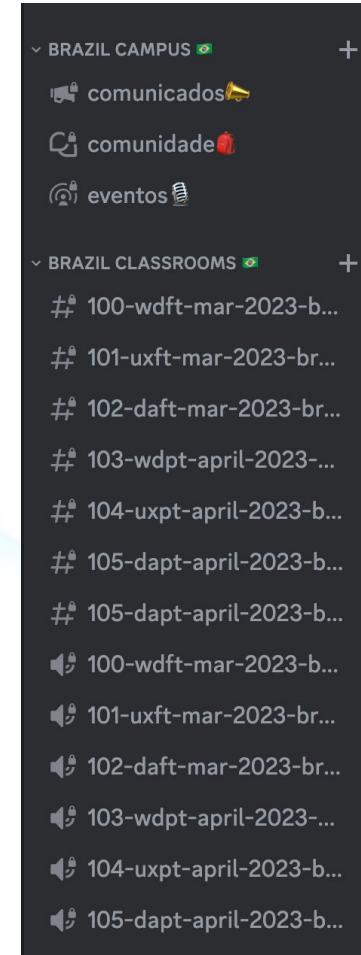
Add the team !
rafael.rodrigues-psm-sao#9668

Communication > DISCORD!

After you add the team and we accept you,
you'll be added to:

- a. **Brazil campus:** all local community
- b. **Brazil classrooms:** your class channel

If you need any tips for using Discord, please check [this link](#)



Administrative requests > CLICK UP!

São Paulo Request Form

Hi Ironhacker - If you need support, please fill this form as detailed as possible and we'll get back to you as soon as possible!

Ironhack Status*

Program*

Request (title)*

Let us know in one line what this ticket is about

Task description*

Describe your request in great detail

Attachment



Submit

Official communication > E-MAIL!



Gmail

Experience and product feedback > SURVEYS!

Your feedback is very important for us!



Hi ·

I'd love to hear how your experience was from Jan 23rd to Feb 5th. I review the class feedback every week to see how the class felt and if you faced any hurdles where we could make enhancements.

This survey is your safe space and we will manage this information carefully.

It only takes 1 min and this feedback is crucial for us to improve your experience.

[Start survey](#)





Mandatory

Constructive

When giving feedback, always ensure that it's constructive and helps the growth or to create improvement.

Action oriented

Always try to provide an action step with your feedback.

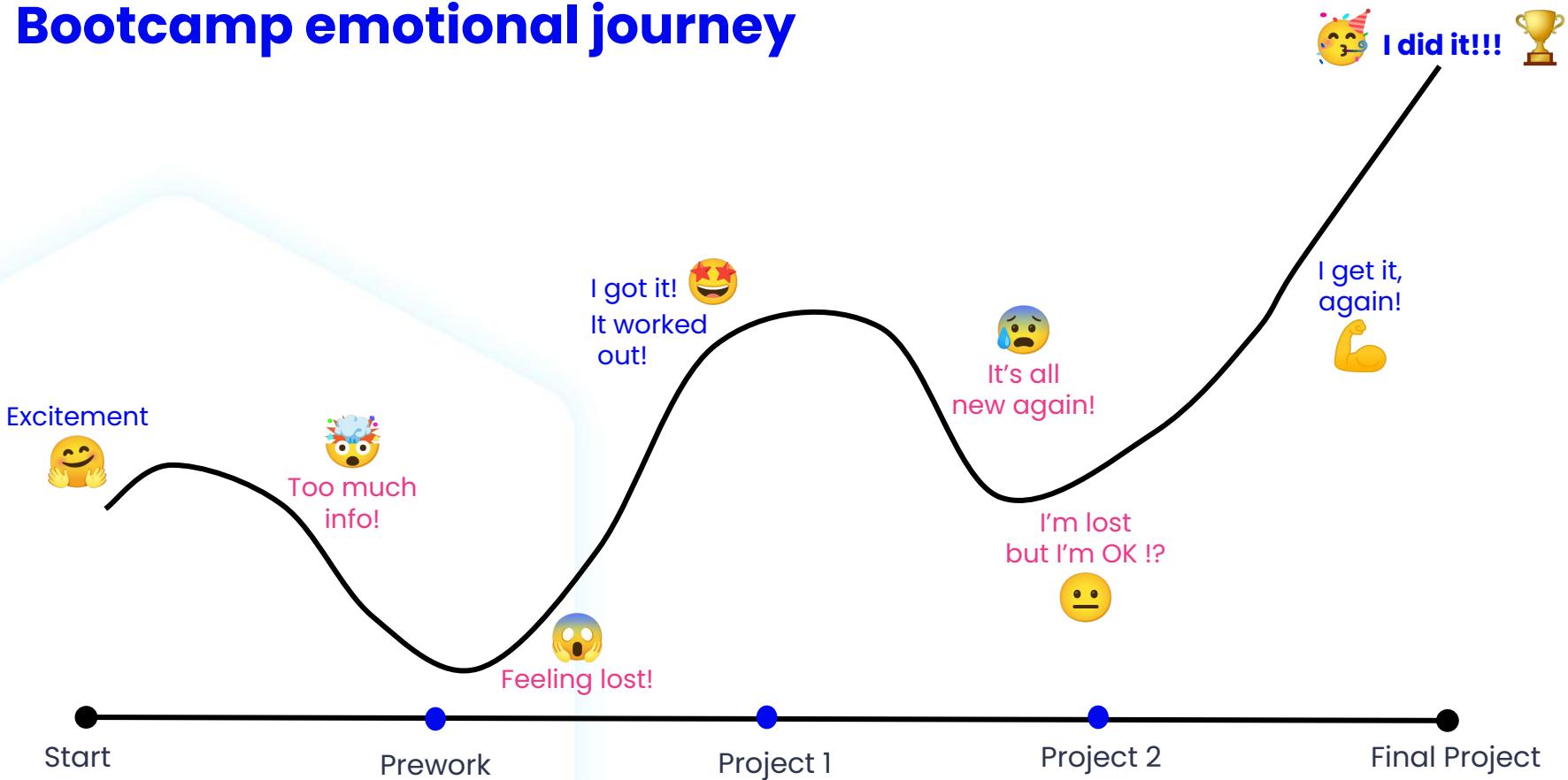
How would you solve it?

Frequent

You will have the opportunity to provide feedback at multiple points in the course.

All the surveys are mandatory.

Bootcamp emotional journey



Bootcamp calendar

APRIL								MAY								JUNE							
WEEK	Mon	Tue	Wed	Thu	Fri	Sat	Sun	WEEK	Mon	Tue	Wed	Thu	Fri	Sat	Sun	WEEK	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0						1	2	5	1	2	3	4	5	6	7	9	5	6	7	8	9	10	11
1	3	4	5	6	7	8	9	6	7	8	9	10	11	12	13	14	10	11	12	13	14	15	16
2	10	11	12	13	14	15	16	13	14	15	16	17	18	19	20	21	11	12	13	14	15	16	17
3	17	18	19	20	21	22	23	20	21	22	23	24	25	26	27	28	19	20	21	22	23	24	25
4	24	25	26	27	28	29	30	27	28	29	30	29	30	31			26	27	28	29	30		

JULY								AUGUST								SEPTEMBER							
WEEK	Mon	Tue	Wed	Thu	Fri	Sat	Sun	WEEK	Mon	Tue	Wed	Thu	Fri	Sat	Sun	WEEK	Mon	Tue	Wed	Thu	Fri	Sat	Sun
13						1	2	18	1	2	3	4	5	6	19	22	2	3	4	5	6	7	8
14	3	4	5	6	7	8	9	19	7	8	9	10	11	12	13	20	4	5	6	7	8	9	10
15	10	11	12	13	14	15	16	20	14	15	16	17	18	19	20	21	11	12	13	14	15	16	17
16	17	18	19	20	21	22	23	21	22	23	24	25	26	27	28	22	29	30	31				
17	24	25	26	27	28	29	30	27	28	29	30	31				23	4	5	6	7	8	9	10
18								31								24	11	12	13	14	15	16	17

During bootcamp: Regular work-days

Bootcamp calendar

SEPTEMBER						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

After bootcamp: **CareerWeek & Hackshow**

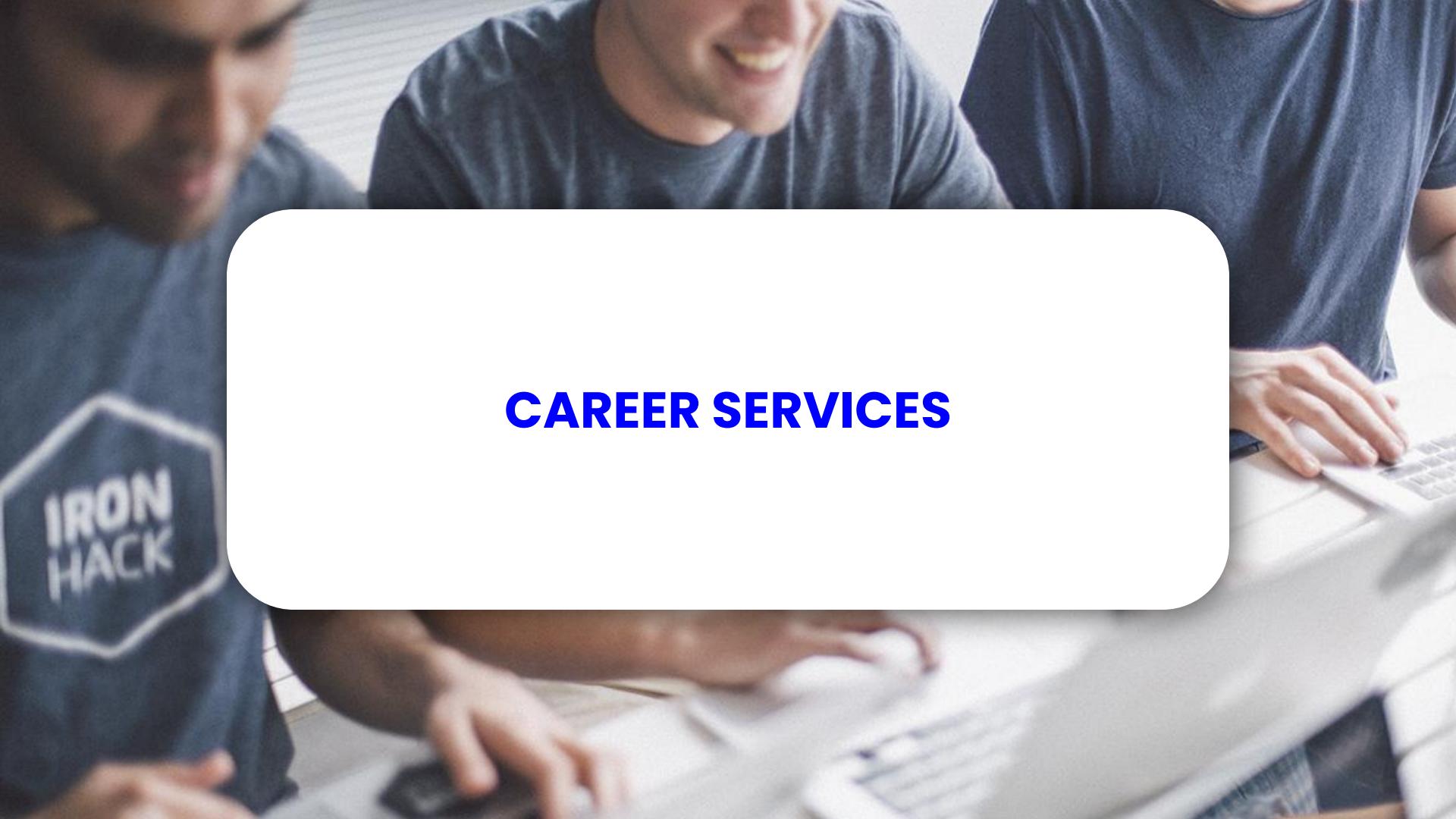
Bootcamp calendar

Tue and Thu 07:30pm to 10:30pm + Sat 10:00am to 05:00pm
– in class support

After hours – self guided study & events!

All classes follow São Paulo time zone, which is GMT-3



A photograph showing three individuals from the chest up, focused on their work at a table. They are all using laptops. The person on the left is wearing a dark t-shirt with a white hexagonal logo that reads "IRON HACK". The person in the center is smiling broadly. The person on the right has their hands on a laptop keyboard. The background is slightly blurred.

CAREER SERVICES

Career mentor (coach)



Nathalia Petreche

Background: Psychology, Recruitment, Culture & Leadership

Calendly: <https://calendly.com/nathalia-petreche>

Discord: Nathalia.Petreche-SSM-SAO#8362

Email: nathalia.petreche@ironhack.com

LinkedIn: [Nathalia Petreche Marciano](#)

What is?

Careerhack is Ironhack's Career Services program. It is designed to help you enter the digital ecosystem and get you started on a successful career in tech. In other words: we help you to use your motivation, previous experience, and your new knowledge to get a job in tech.



Careerhack

Your first step to a successful tech career 



Hi Ironhacker,

I'm Nathalia Petreche, Career Coach @ Ironhack Remote. I wanted to welcome you and share some important resources you'll need to get the most out of Careerhack Program.

Let's start!

Careerhack

Careerhack is Ironhack's Career Services program. It is designed to help you enter the digital ecosystem and get you started on a successful career in tech. In other words: we help you to use your motivation, previous experience, and your new knowledge to get a job in tech.

We're very excited to start working together! 

Let's start

Let's go to your student portal and access to - "Careerhack" that is your Bible from now on. There you find 3 shiny modules.

- Section 1: Discovery.
- Section 2: Profiles
- Section 3: Job Hunt

Your task before the Bootcamp starts is to complete Careerhack prework or, as we call it, **Section 1: Discovery**, which will help you understand better who you are as a professional and what you are looking for in this new chapter of your life. This section must be completed **before day 1 of the bootcamp**.

[Log in here](#)

Discord

You should have received an invite to Ironhack Discord. There is a specific channel where all the questions regarding Careerhack are welcome, just look at [this page](#) and find your channel. Your channel depends on your Campus, your format (Full time or Part-Time) and your starting month.

Help

Feel free to give me a shout if there's anything we can help with along the way, whether it be a specific question about the Careerhack program, career-related or any general stuff too.

If you have any doubt, answer to this email or go to your [Careerhack Handbook](#) where you will find additional resources.

Please, take some time to read the [Career Services policies](#) to get more information on our services conditions.

Ready?...Excited?... We are too! So let's start your new journey to your new life. See you soon!



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/ prework



Section 1: Discovery

The discovery stage is designed to ensure students come into the bootcamp understanding what moves them on the inside, and the possibilities that lie ahead of them.

Focus
Introspection
Market Research

Should be done!!

/ during-bootcamp



Section 2: Profiles

The digital foundations stage is designed to prepare students to navigate the digital ecosystem, regardless of their desired outcome.

Focus
Personal Branding
Networking

Deadline:
September 16th

/ post-bootcamp



Section 3: Job Hunt

This stage is designed exclusively for Job Hunters. From lead generation to closing a job, we cover and practice the whole job search cycle.

Focus
Lead generation
Personal & Technical interviews

Week 25!!

Expectations setting



You get OUT what you put IN

How much effort, time and motivation you invest in your career change, better outcomes you will obtain.



We cannot guarantee you a job

We are not a Recruiting Company, we are a Tech School, where we teach Ironhackers to succeed in the digital field. This means that we will give you the tools and the knowledge, but the success depends on you.



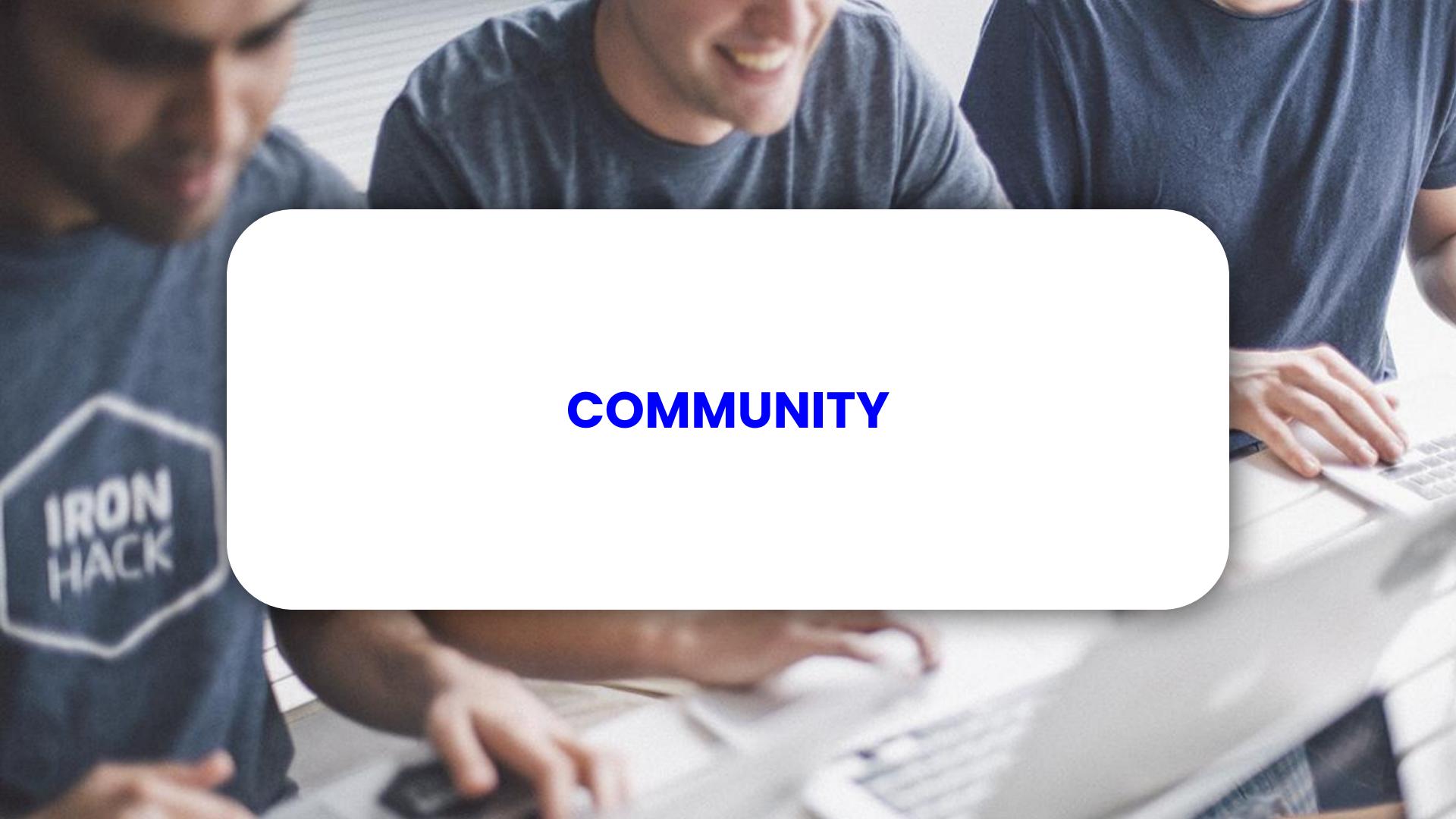
Let us help you and you will succeed

We are here to train, coach and guide you through this career change but alone we can't do anything. We have to work together during the course and after it.

In order to be eligible for career placement services you need to:

- Have your **LinkedIn, CV and Portfolio/Github** approved by the Student Success Manager.
- Attend **at least one 1:1 session** with your Student Success Manager.
- **Graduate!**
- Attend **mandatory workshops** and your scheduled interviews during bootcamp and Career Week.
 - Participation in at least **80% of Career Week** (4/5)
- **Complete all assigned tasks** on time
 - Section 1 (last day of bootcamp)
 - Section 2 (first day of Career Week)



A photograph of three people working on laptops. One person on the left is wearing a dark t-shirt with a white hexagonal logo that says "IRON HACK". The word "IRON" is on top and "HACK" is below it, separated by a diagonal line. The other two people are wearing dark blue t-shirts. The person in the middle is smiling. The person on the right has their hands on a laptop keyboard. They are all looking at their screens.

COMMUNITY

Monday talks



"É a segunda que eu participo e eu gostei muito (...) é realmente uma conversa entre nós, estudantes e a pessoa da área."

Hack your experience



Free the Jade Picon that lives in you

**Share your experience on [social media](#)
tagging Ironhack São Paulo**

**The most engaged ironblogger wins a [surprise
gift](#) by the end of the bootcamp**



Hack your experience



Scoreboard

Tag Ironhack on Instagram = **1 point**

Tag Ironhack on LinkedIn = **1 point**

Participation in events = **5 points**

Participate in the engagement actions = **5 points**

Publish the projects = **5 points**

Enrollment of indicated friend = **25 points**

@ironhacksao

[linkedin.com/company/ironhack-são-paulo](https://linkedin.com/company/ironhack-s%C3%A3o-paulo)

Hack Your Friend\$

Com o programa de indicação da Ironhack,
a cada amigo indicado você ajuda a **mudar
a vida de alguém** e ainda ganha um
voucher de até R\$ 500!

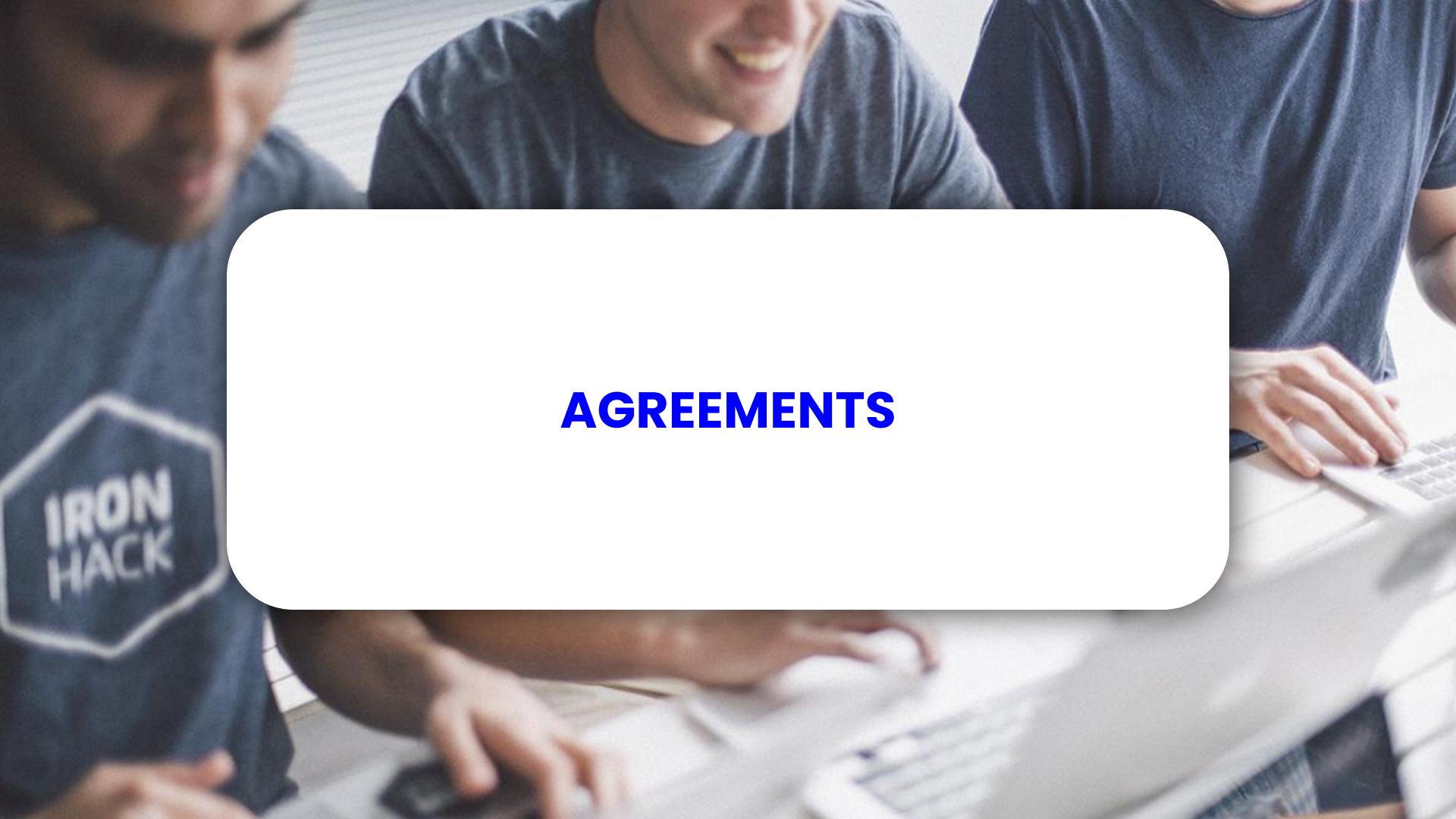


Escaneie o QR Code
para saber mais!





GRADUATION REQUIREMENTS

A photograph of three people, two men and one woman, sitting at a table and working on their laptops. They are all wearing dark blue t-shirts with the "IRON HACK" logo on the chest. The woman in the center is smiling broadly. A white rounded rectangle box covers the upper left portion of the image, containing the word "AGREEMENTS".

AGREEMENTS

AGREEMENT #1

Communicate

**"Me comunico com clareza
e constância. Reconheço e
compartilho conquistas
e oportunidades de melhoria"**



Hoje

boa noite 20:53 ✓✓

quanto é o cachorro quente ?

20:53 ✓✓

Boa noite 20:53

Sim 20:53

Você

quanto é o cachorro quente ?

?

20:53 ✓✓

+55 84 9892-

Sim

.

20:54





AGREEMENT #2

Assume ownership

**"Assumo responsabilidade
pelo meu aprendizado,
dentro e fora
da sala de aula"**

AGREEMENT #3

Trust the process

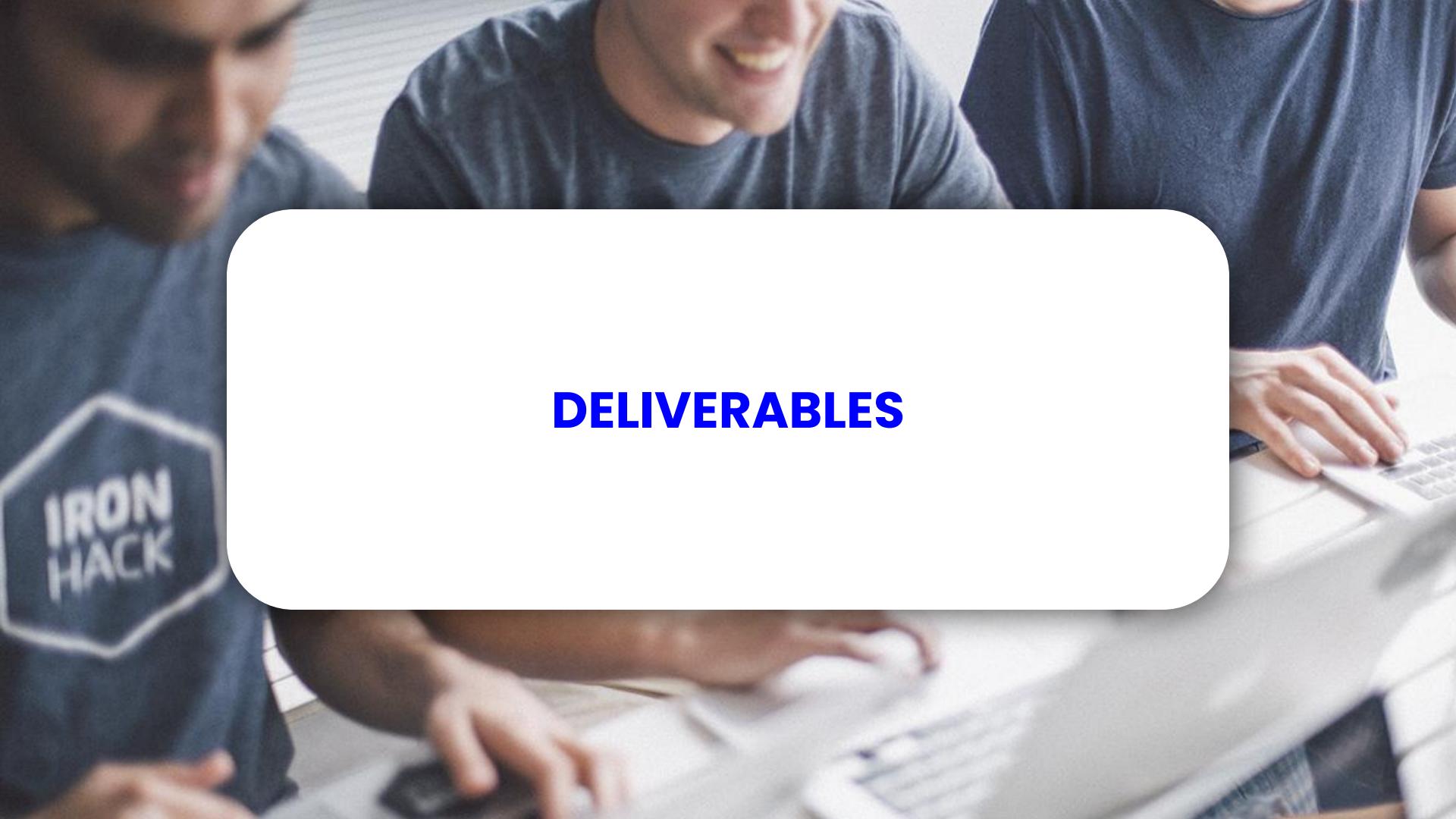
**“Confio na experiência
de quem já passou
por este processo”**



Remote times, baby

“Deixo a câmera sempre ligada. Eu não sou um robô!”



A photograph of two people working on laptops. One person's shirt has "IRON HACK" printed on it. A white rounded rectangle covers the upper left portion of the image, containing the word "DELIVERABLES".

DELIVERABLES



"We are a bootcamp, not an university!"

IMPORTANT, Someone

Attendance: 90%

(max. 3 FT / 6 PT absences)

Projects: 100%

We also recommend submitting

at least 80% of the labs

(just aim for 120%)

Surveys: 100%





Log in

Email:

richard@piedpiper.com

Password:

Password

Remember me

[Forgot Password?](#)

[Take me in](#)



[Course](#)

All courses

SAO PAULO

Web Development Bootcamp

Will start - Jun 1, 2020

SAO PAULO

UX/UI Design Bootcamp

Will start - Jun 1, 2020

SAO PAULO

Data Analytics Bootcamp

Will start - Jun 1, 2020

SAO PAULO

Web Development Part-Time

Will start - Jul 7, 2020

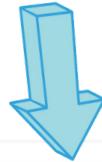
Week 1

Day 1

PROJECT Project 1: Wicked Problems	<input type="radio"/>
PRESENTATION Brief Wicked Problems	<input type="radio"/>
LESSON Intro to Design Thinking	<input type="radio"/>
LESSON Intro to UX Research and UCD	<input type="radio"/>

Day 2

LESSON Quantitative Methods	<input type="radio"/>
LESSON Surveys	<input type="radio"/>
LESSON Submit assignment	<input type="radio"/>



Day 3

LESSON Insights: Affinity Diagram	<input type="radio"/>
LESSON Interpreting Data: How-Might-We Statements	<input type="radio"/>
LESSON Qualitative Methods	<input type="radio"/>

Day 4

LESSON Empathy: Empathy Map & User Personas	<input type="radio"/>
LESSON Mapping Techniques: Storyboards & User Journey Map	<input type="radio"/>
LAB Public Speaking	<input type="radio"/>

Day 5

LAB Figma Workshop #1: Overview & Frames	<input type="radio"/>
LAB Submit assignment	<input type="radio"/>
LAB Project 1 - Wicked Problems: Presentation Outline	<input type="radio"/>



Code of conduct



The way we roll.

In order to ensure that a student's experience at Ironhack is the best it can be,

we require that all students read and comply with by Ironhack's Code of Conduct.

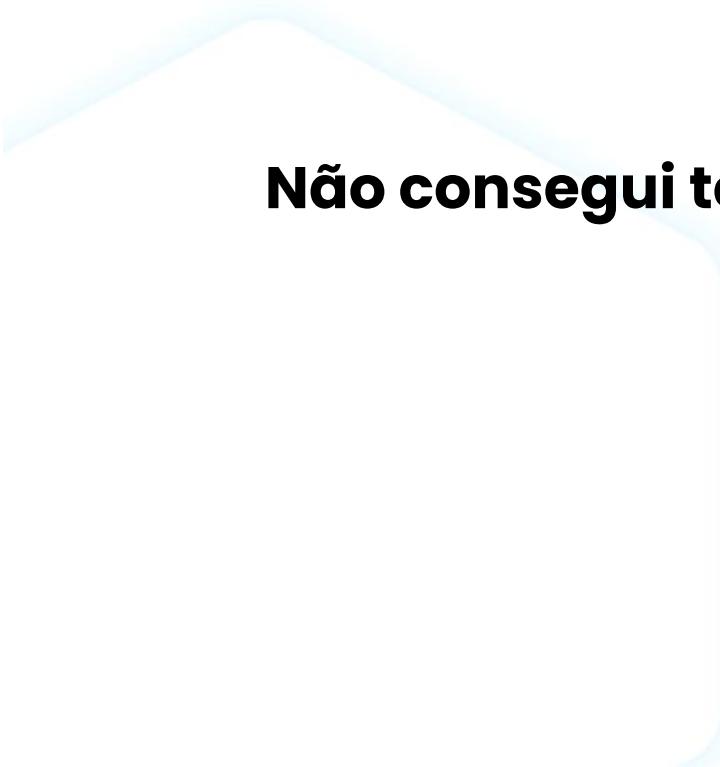
Failure to comply with the rules below will result in dismissal from the course.

Link to the full document [here](#)

RULES

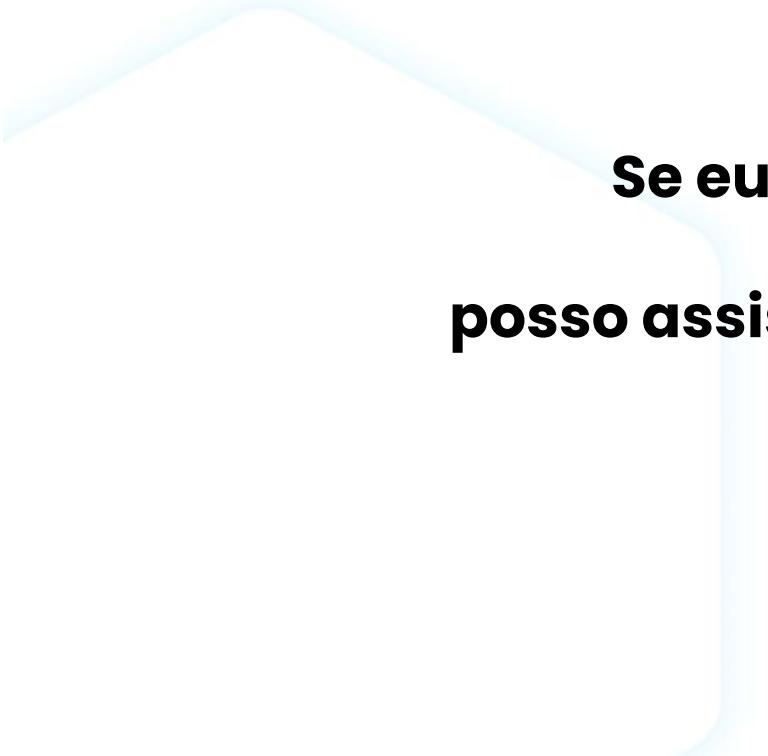


QUESTIONS AND ANSWERS



Não consegui terminar meu prework a tempo.

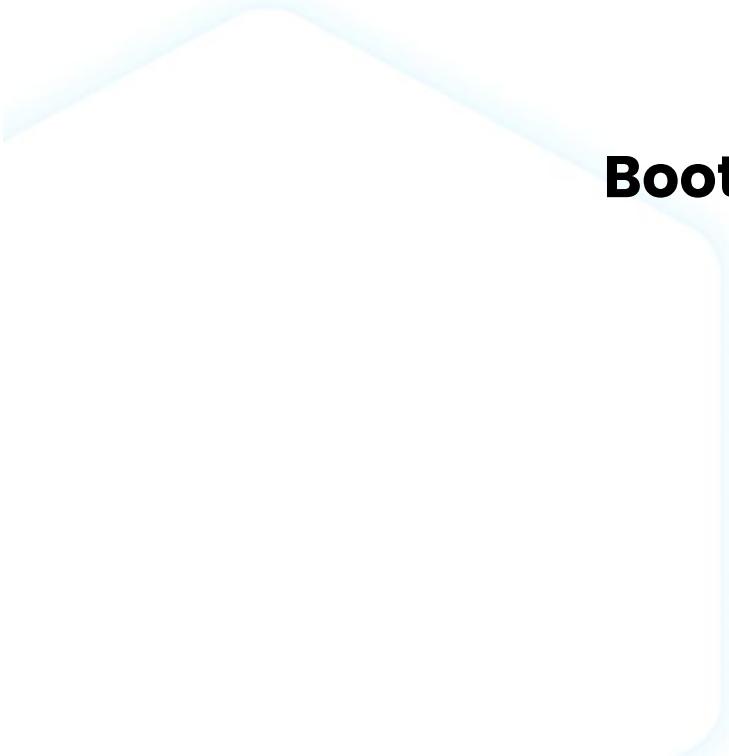
E agora?



**Se eu perder uma aula,
posso assistir às aulas gravadas?**

O que posso esperar do **mercado** nesse momento?

Sources: [Bloomberg](#); [Índice de Confiança – Robert Half](#)



Bootcamp tem feriado?



#NEWAMSTERDAM





THANKS!