



# OLHO CLÍNICO

UMA NOVA VISÃO SOBRE

O PROCESSO DECISÓRIO

EMPRESARIAL

RENATO A. J. PURCHIO

## AVISO LEGAL

ESTE CONJUNTO DE ILUSTRAÇÕES É PARTE INTEGRANTE DO LIVRO OLHO CLÍNICO ISBN:

DESTINADO AO USO PESSOAL DAQUELE QUE ADQUIRIU. O USO INDISCRIMINADO SEM AUTORIZAÇÃO DO(S) AUTOR(ES) DAS RESPECTIVAS FIGURAS É PROIBIDO E SUJEITO ÀS SANÇÕES CABÍVEIS.

# SER HUMANO EM AÇÕES



**PENSAR**

**SENTIR**

**QUERER**

**AGIR/REAGIR**



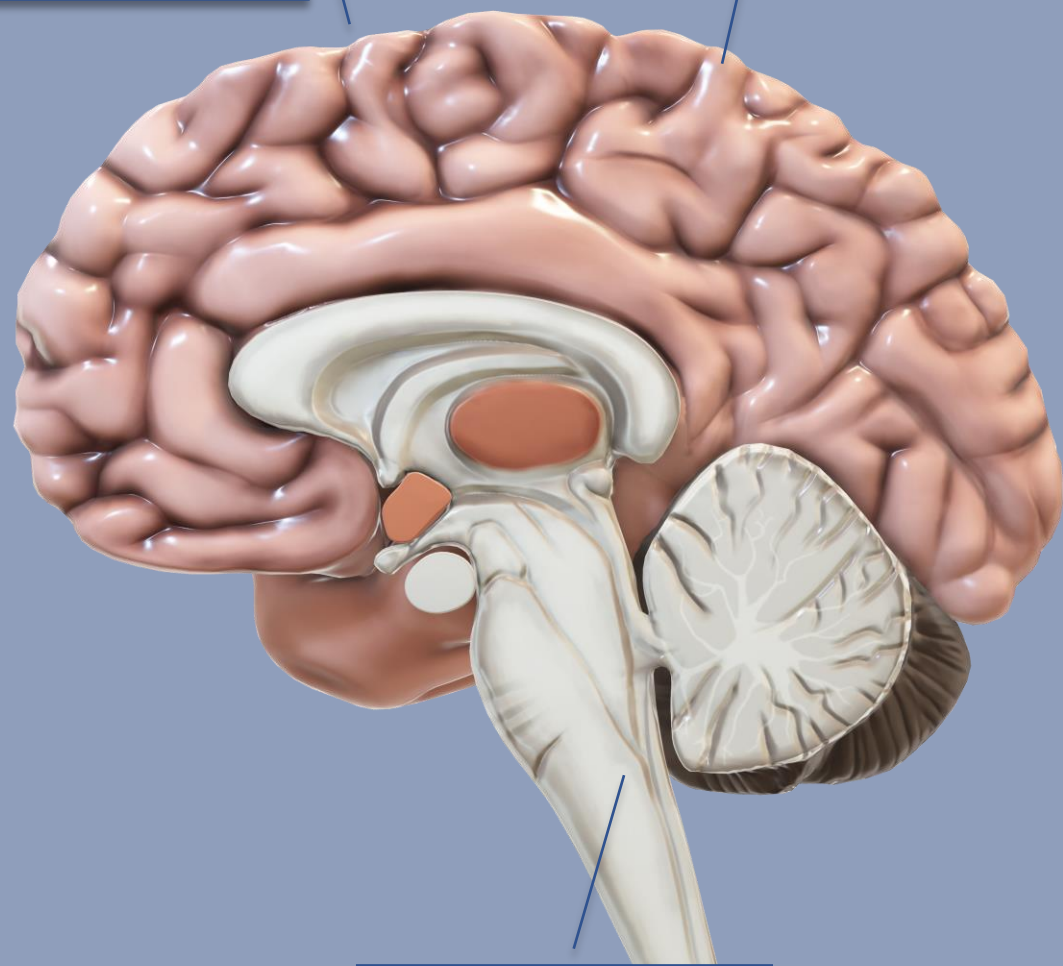
ANTERIOR



SUPERIOR

LOBO FRONTAL

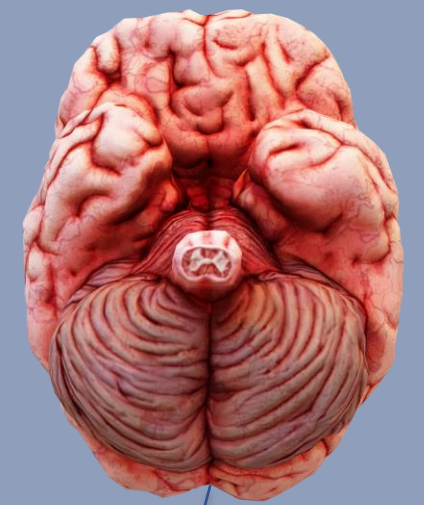
LOBO PARIETAL



CORTE SAGITAL

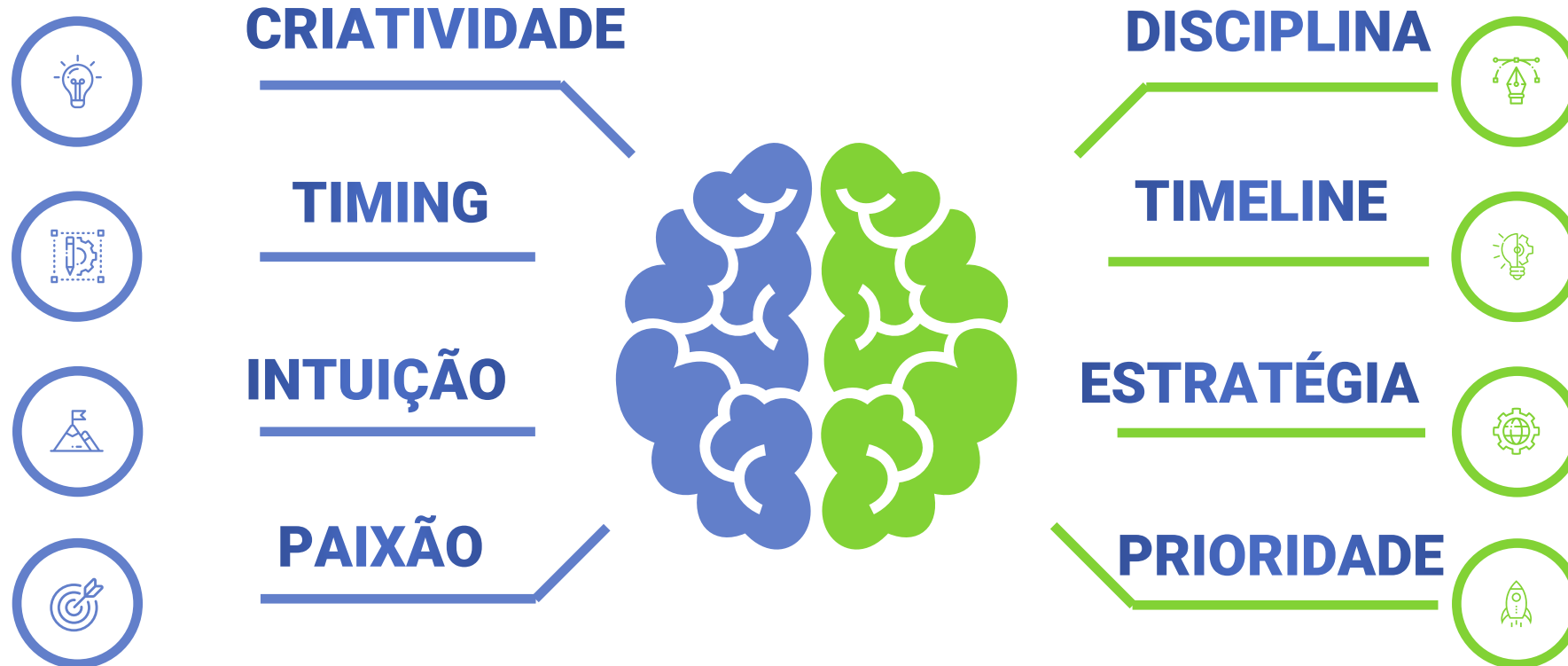


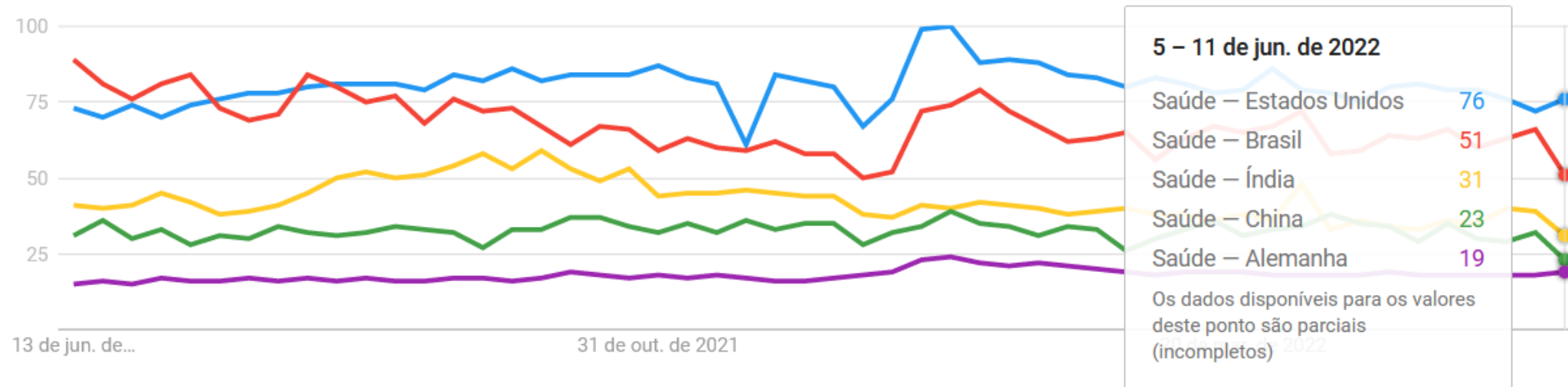
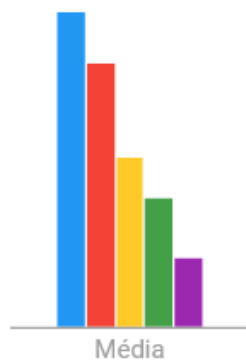
POSTERIOR



INFERIOR

# SER HUMANO EM POLARIDADES







100 m

1500 m

Maratona



VIA ENERGÉTICA

OXIDATIVA

2%

25%

90%

GLICOLÍTICA

3%

55%

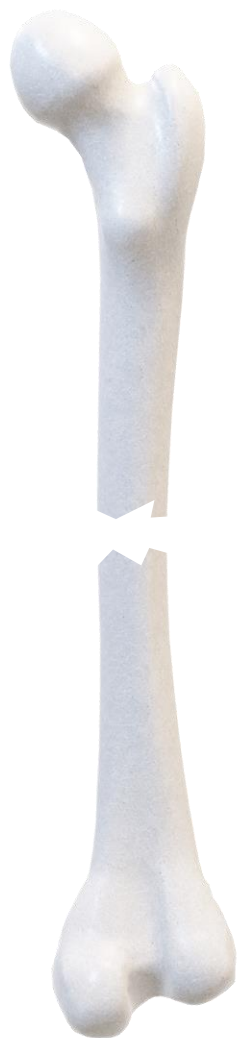
5%

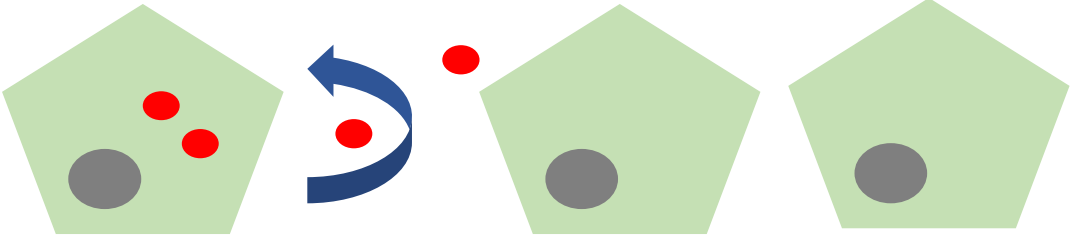
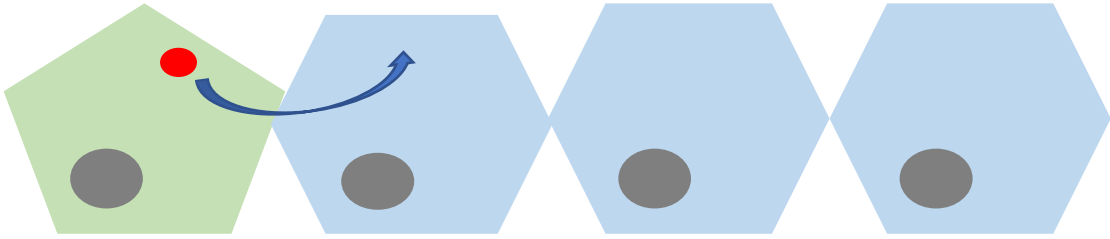
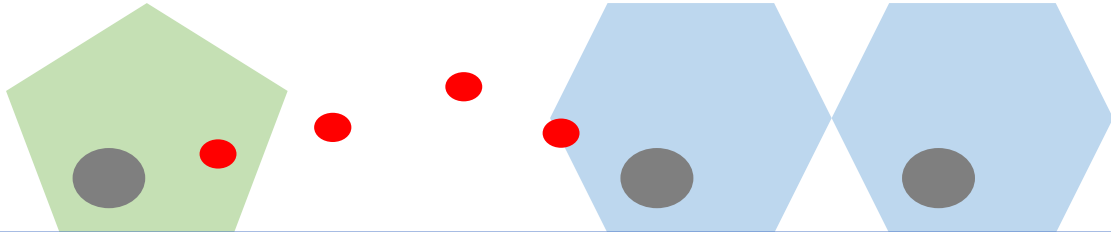
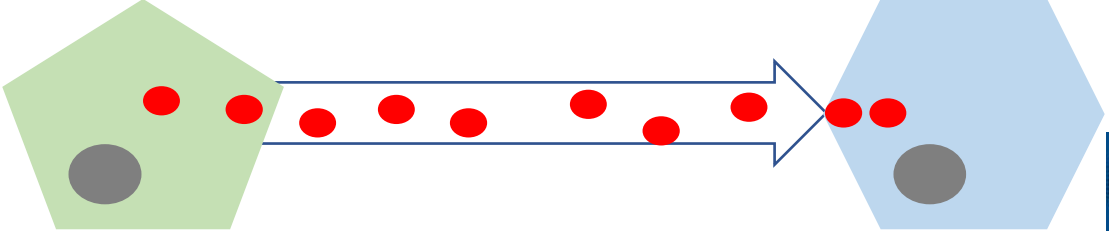
FOSFOCREATINA

95%

20%

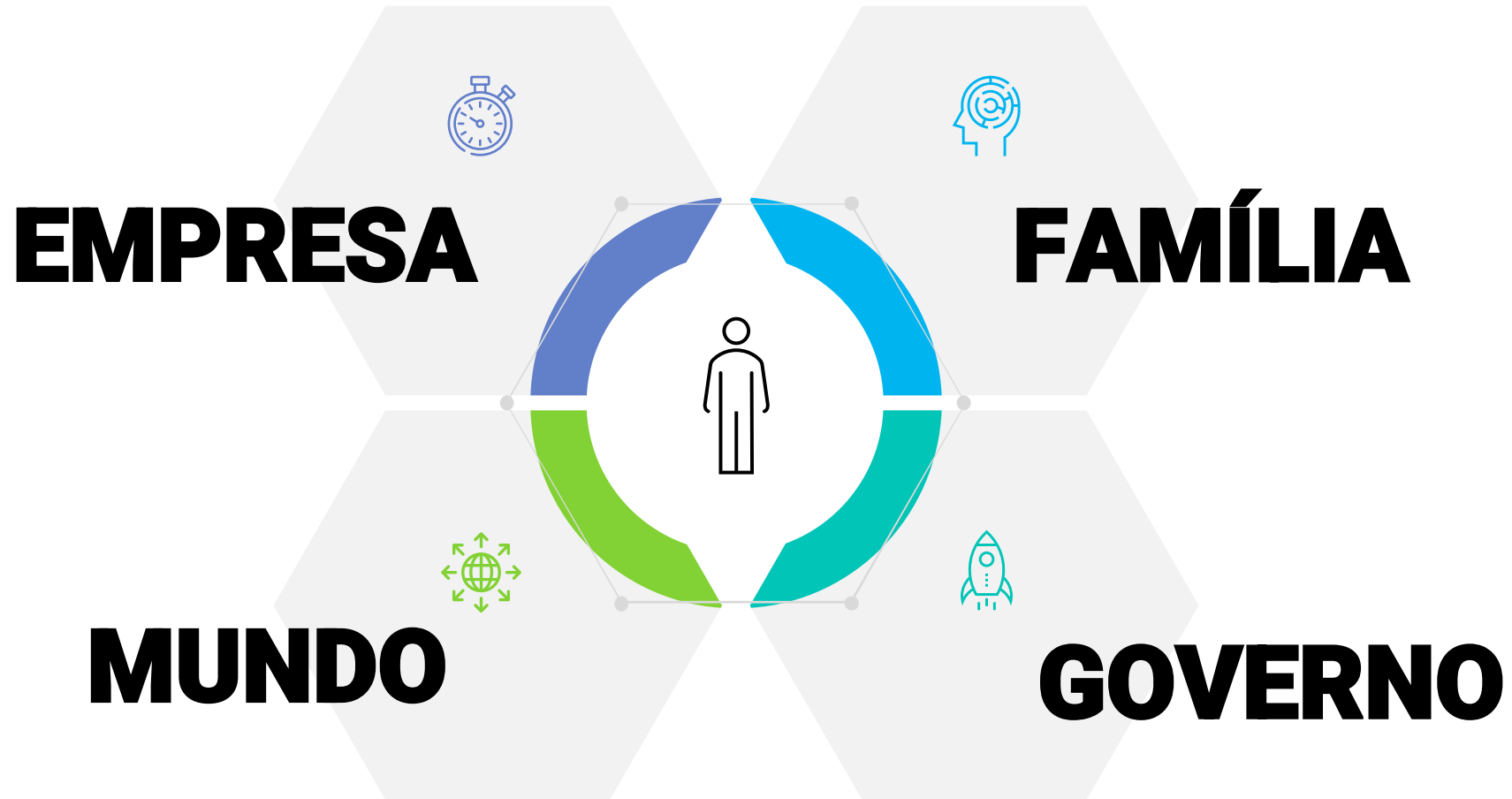
5%

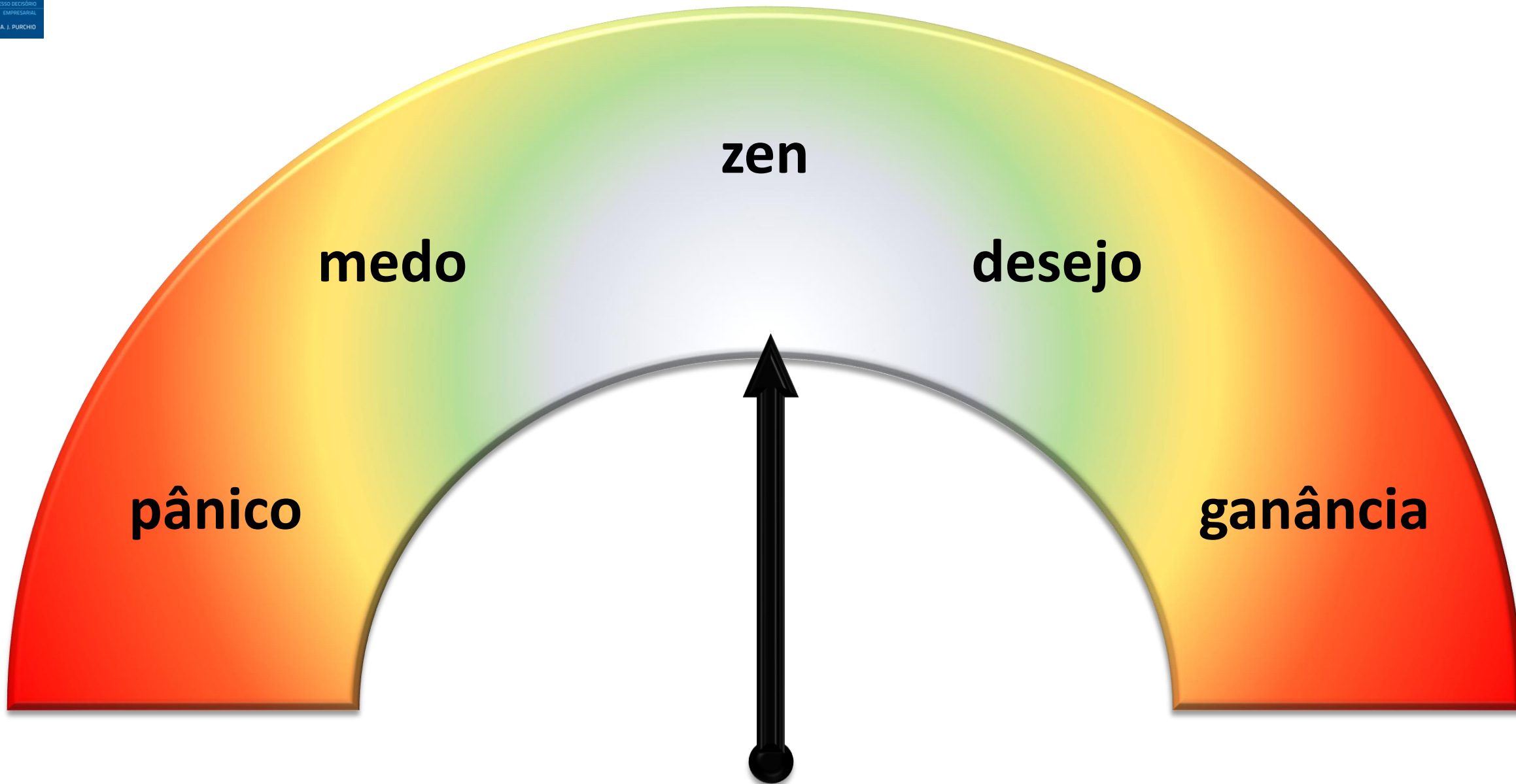


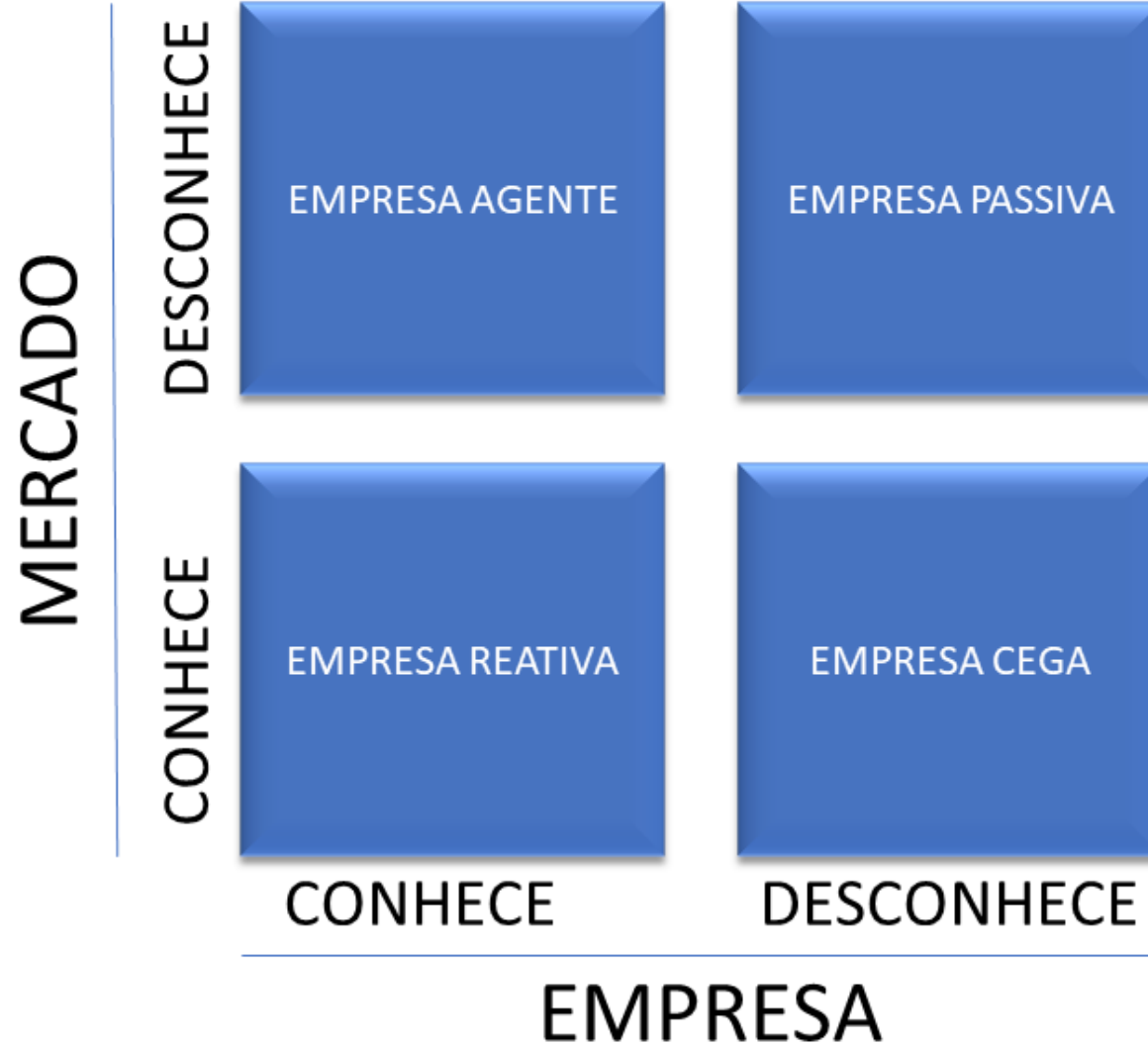
| Forma de Comunicação                                       | Sinalizador      Receptor   |
|--|---|
| <p><b>Mesmo tipo de célula</b><br/><b>Autócrina</b></p>    |    |
| <p><b>Junção entre células</b></p>                         |    |
| <p><b>Por proximidade</b><br/><b>Parácrina</b></p>         |   |
| <p><b>Pela corrente sanguínea</b><br/><b>Endócrina</b></p> |  |

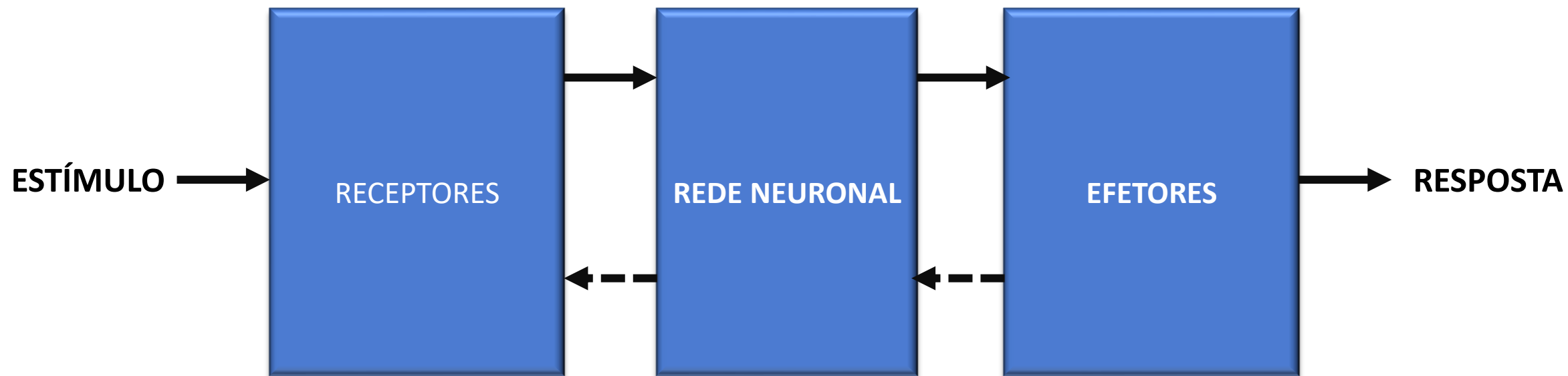


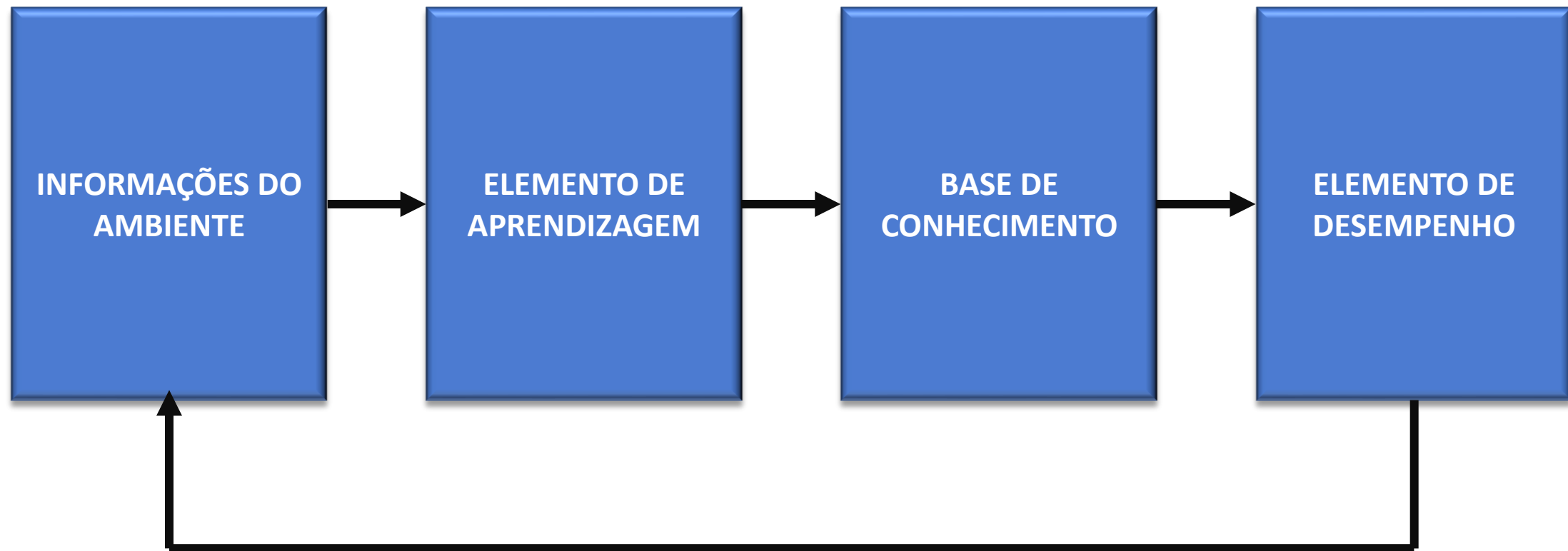
# SER HUMANO EM ECONOMIA



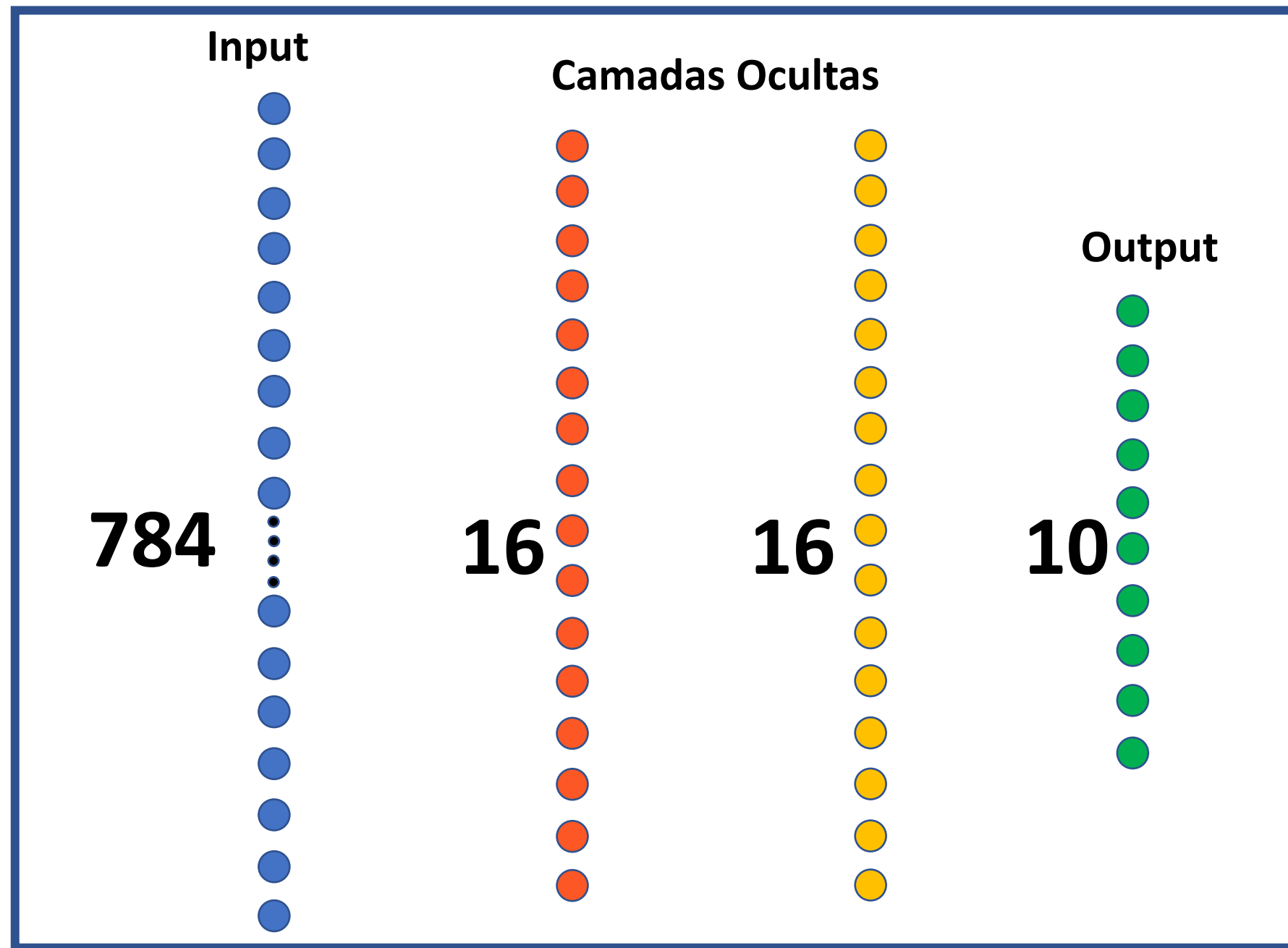


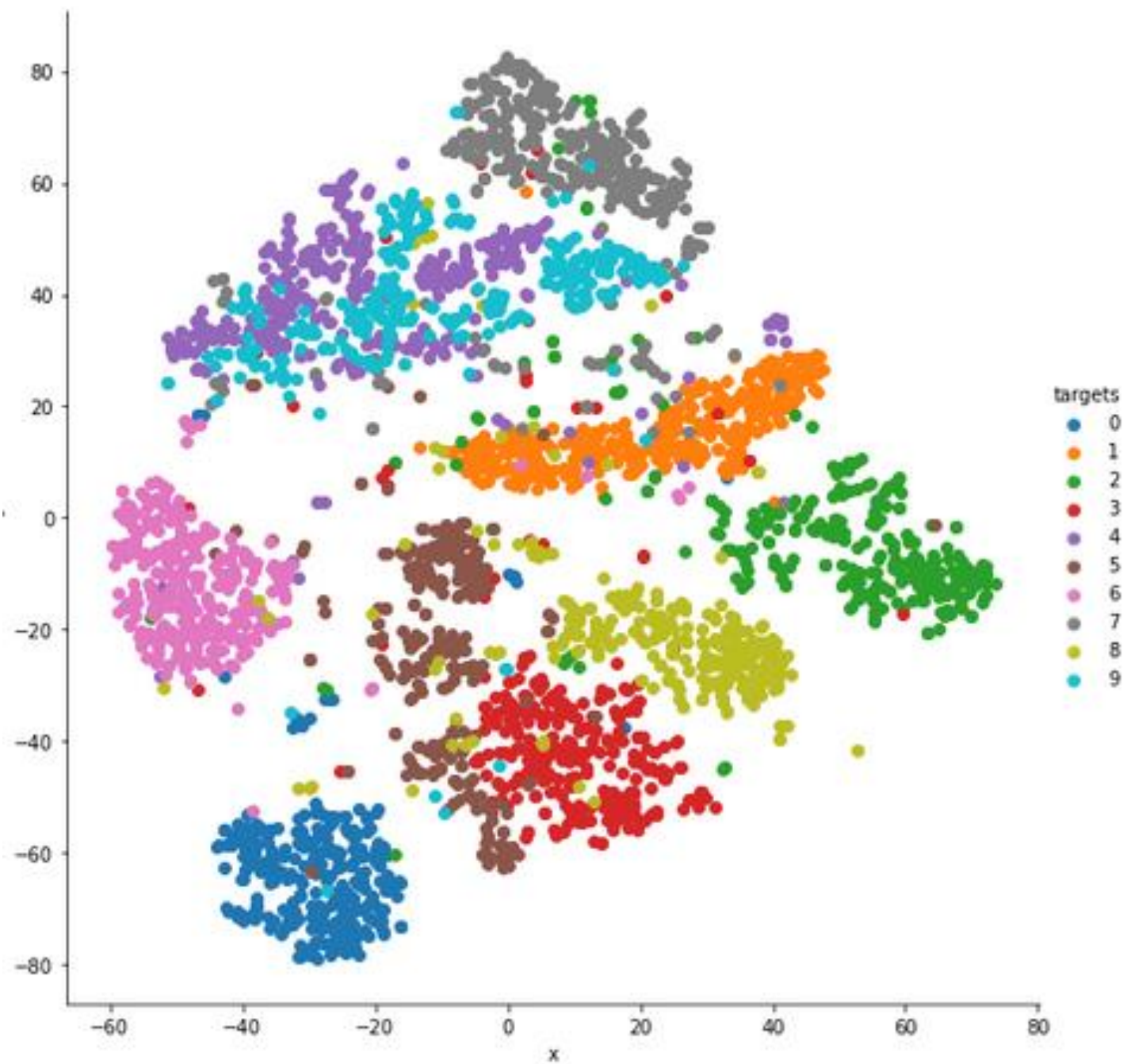


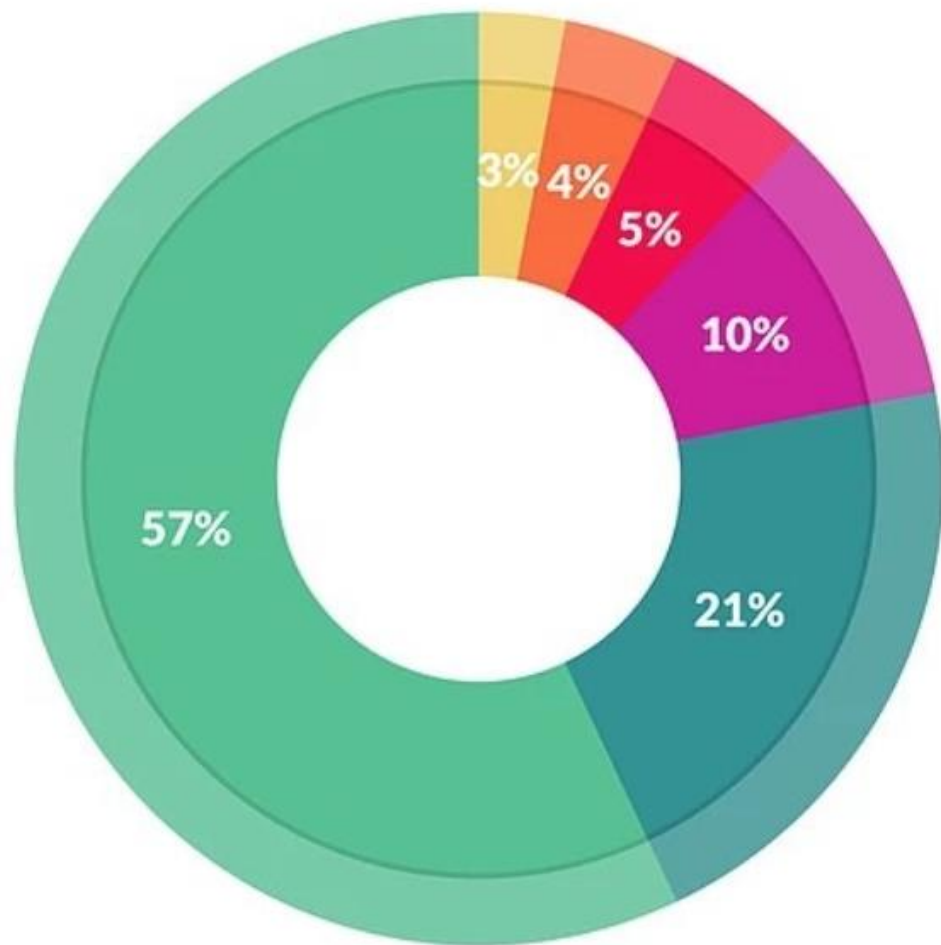






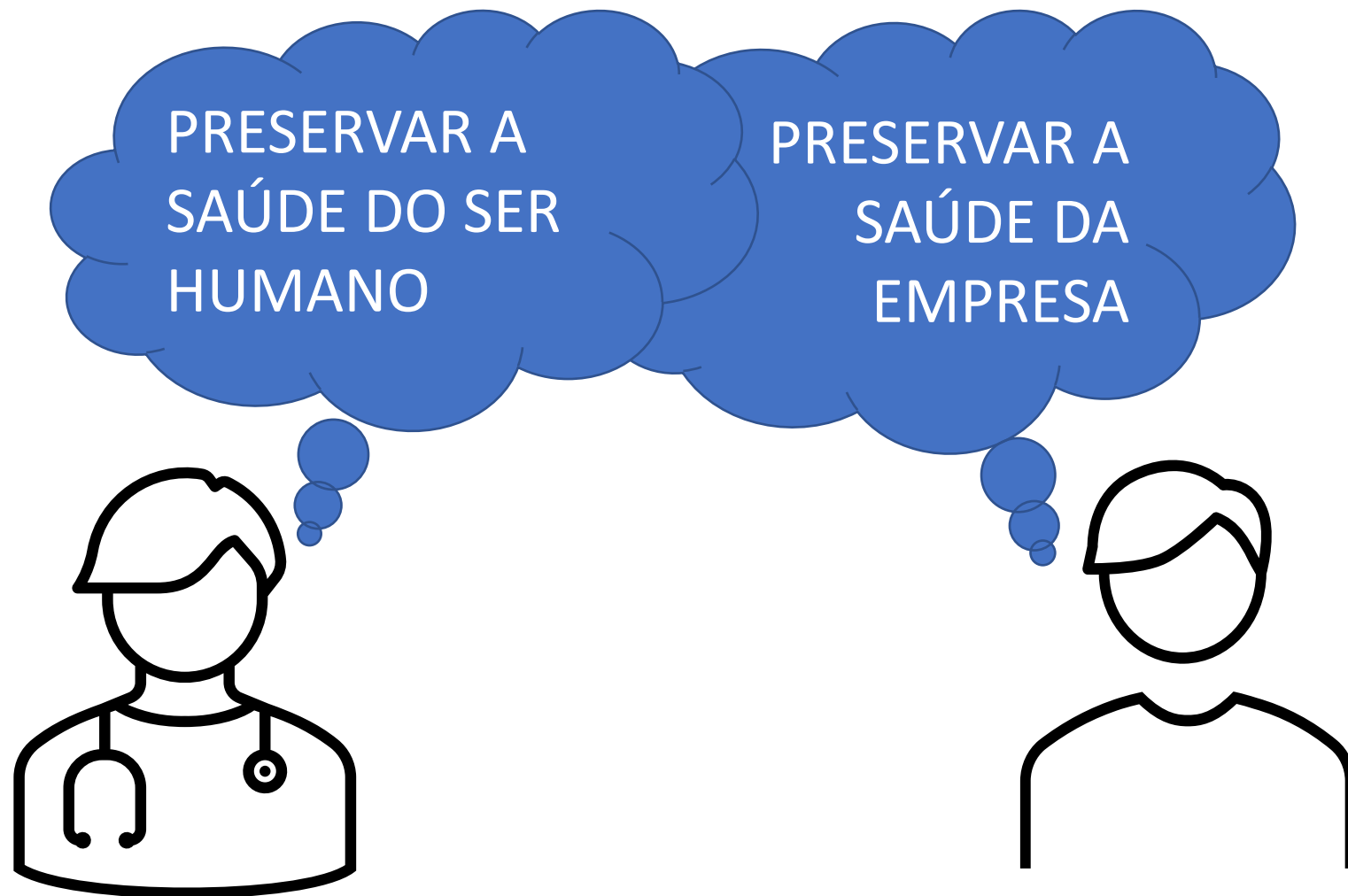


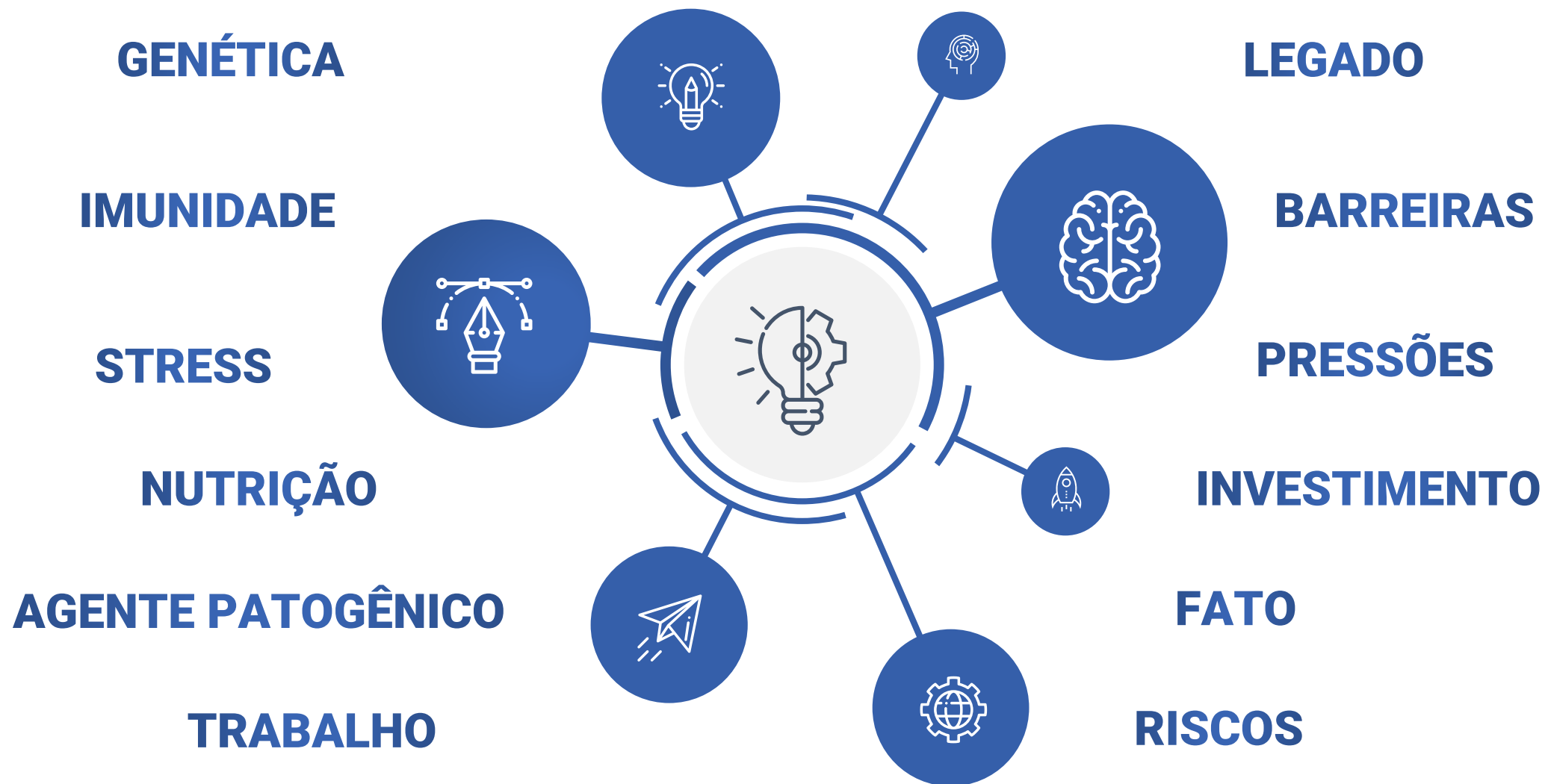




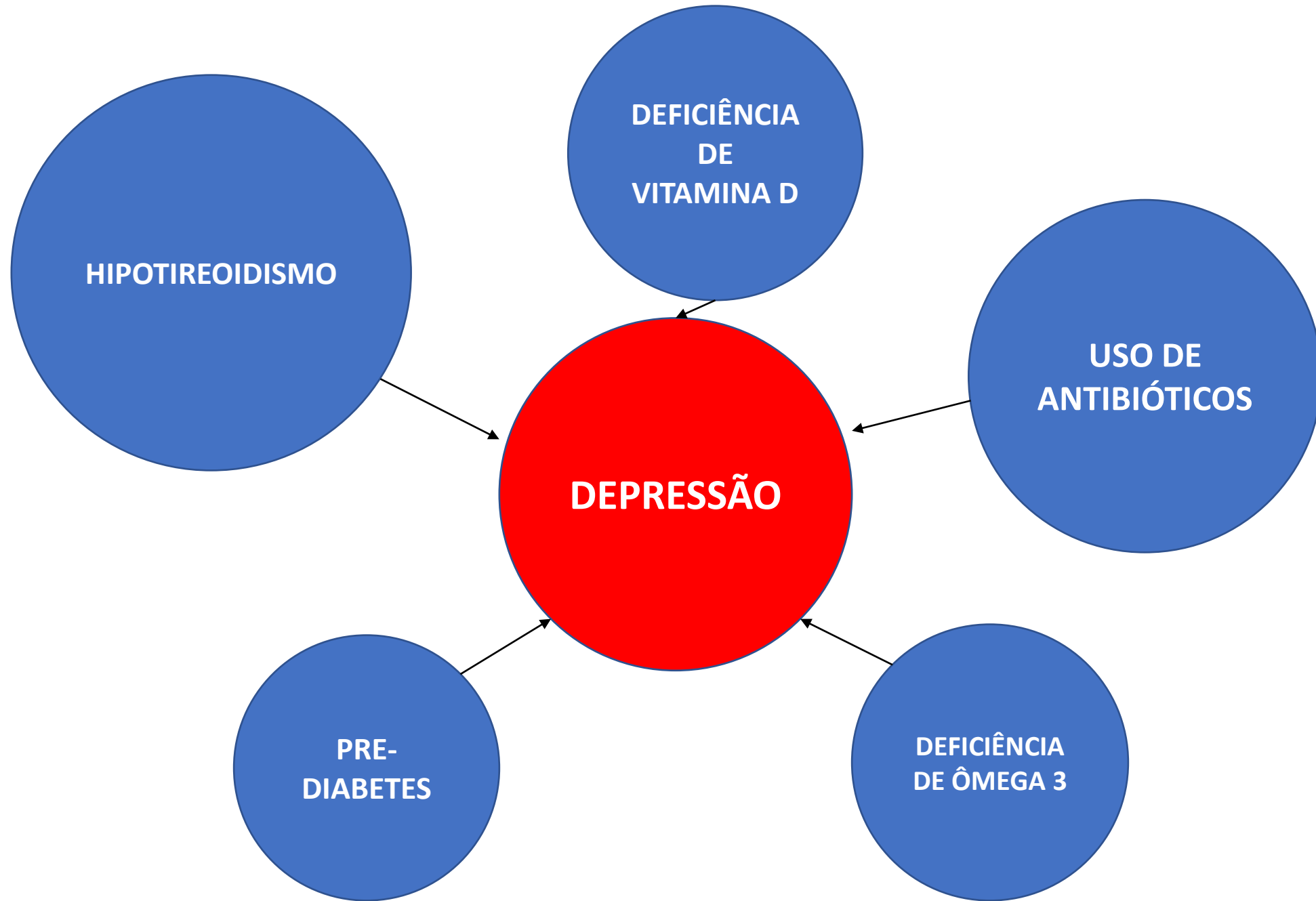
## What's the least enjoyable part of data science?

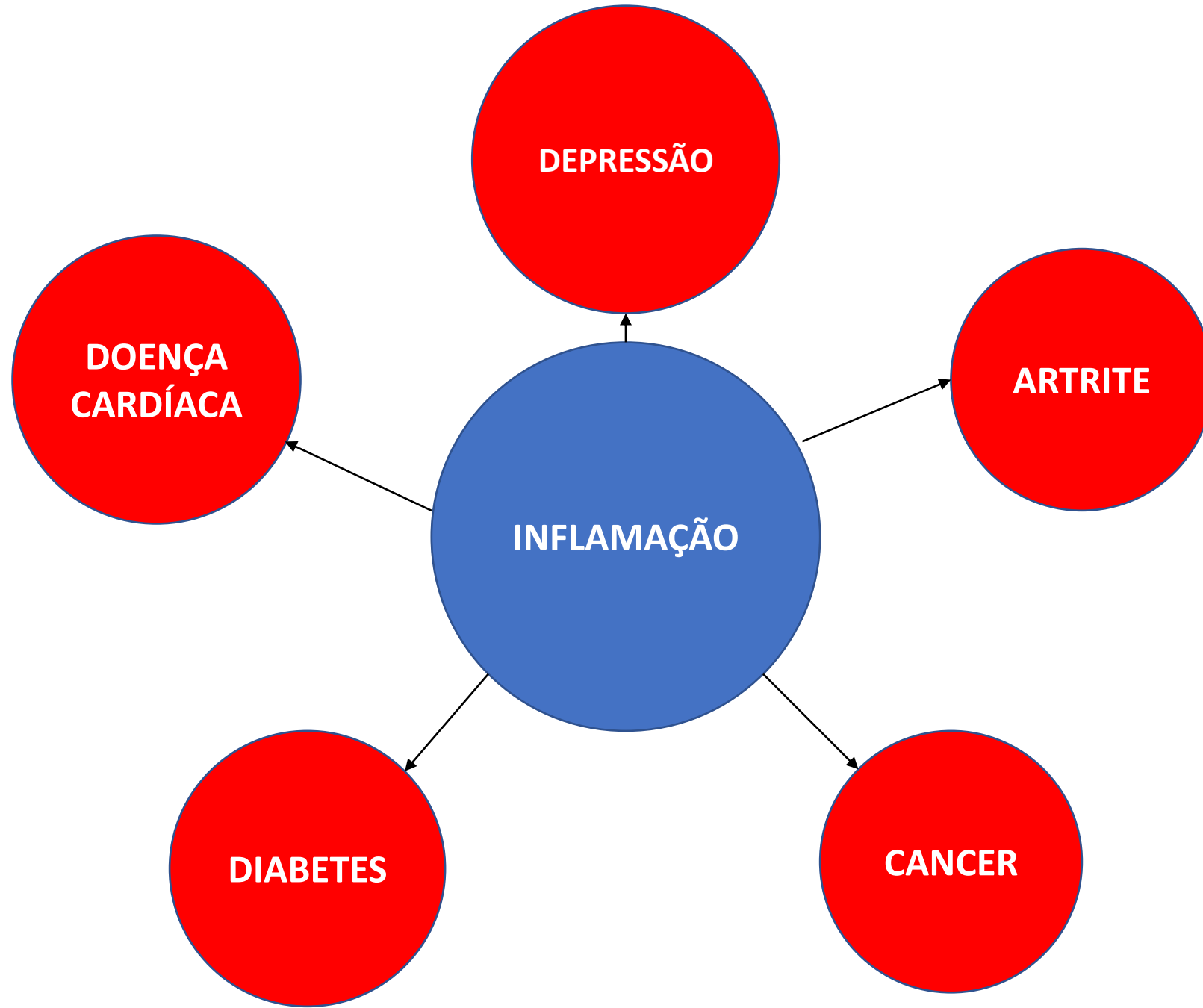
- Building training sets: 10%
- Cleaning and organizing data: 57%
- Collecting data sets: 21%
- Mining data for patterns: 3%
- Refining algorithms: 4%
- Other: 5%

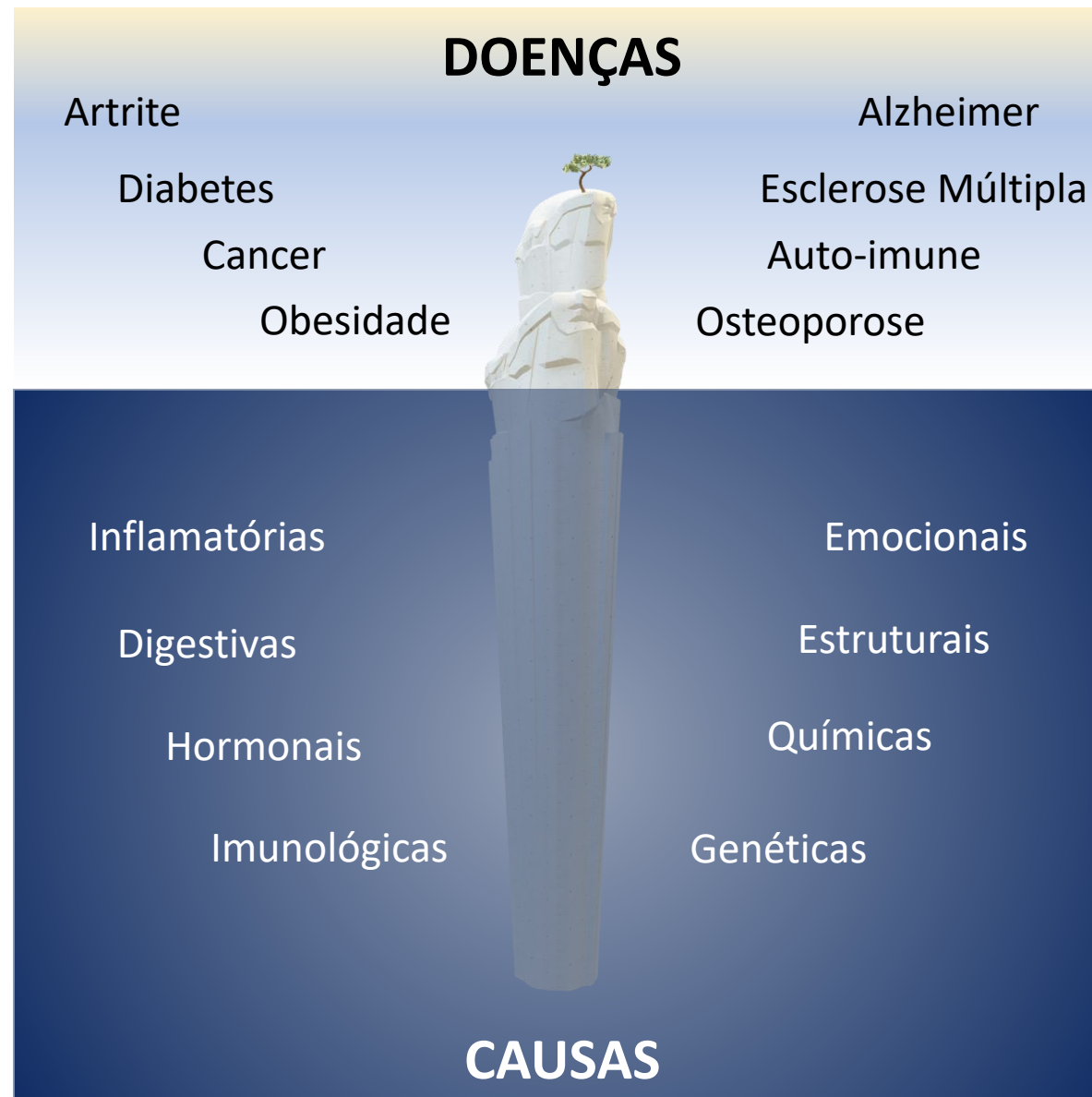


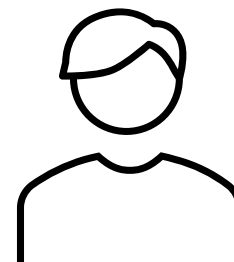












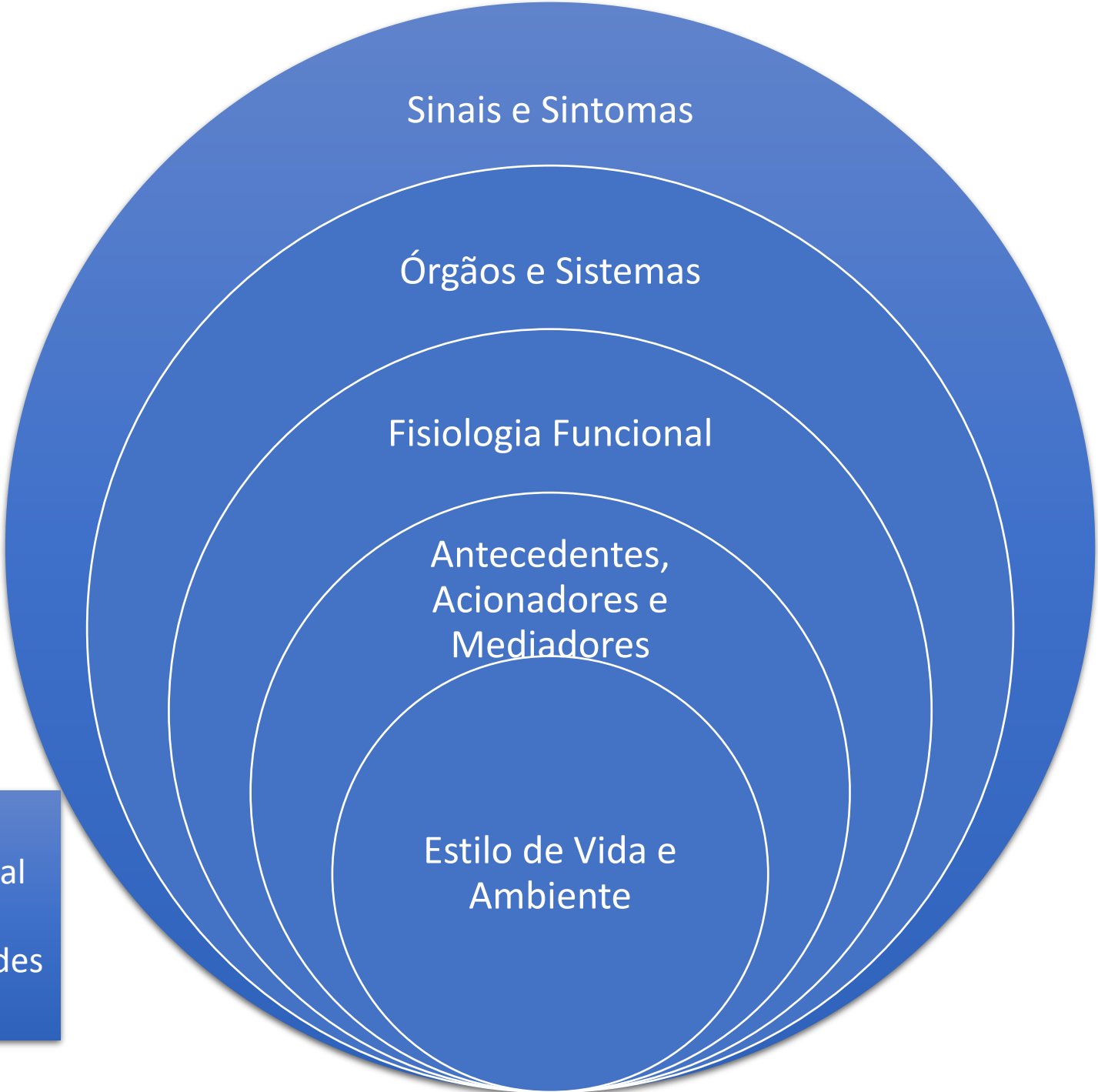




Cardio-pulmonar  
Endócrino  
Gastroenterológico  
Hepatológico  
Imunológico  
Neurológico  
Imunológico



Mental Emocional Espiritual  
Predisposição genética  
Experiências Crenças Atitudes

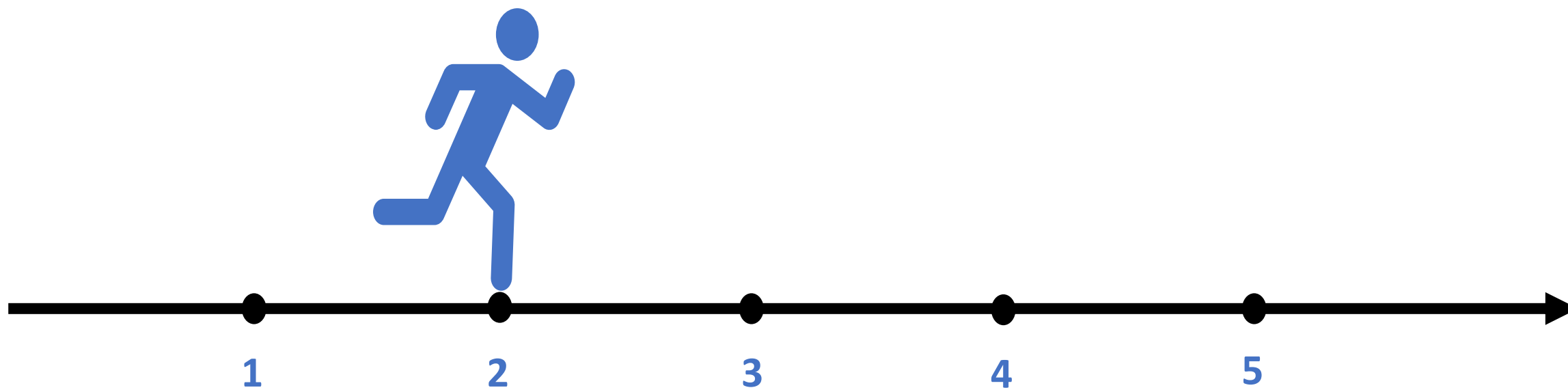


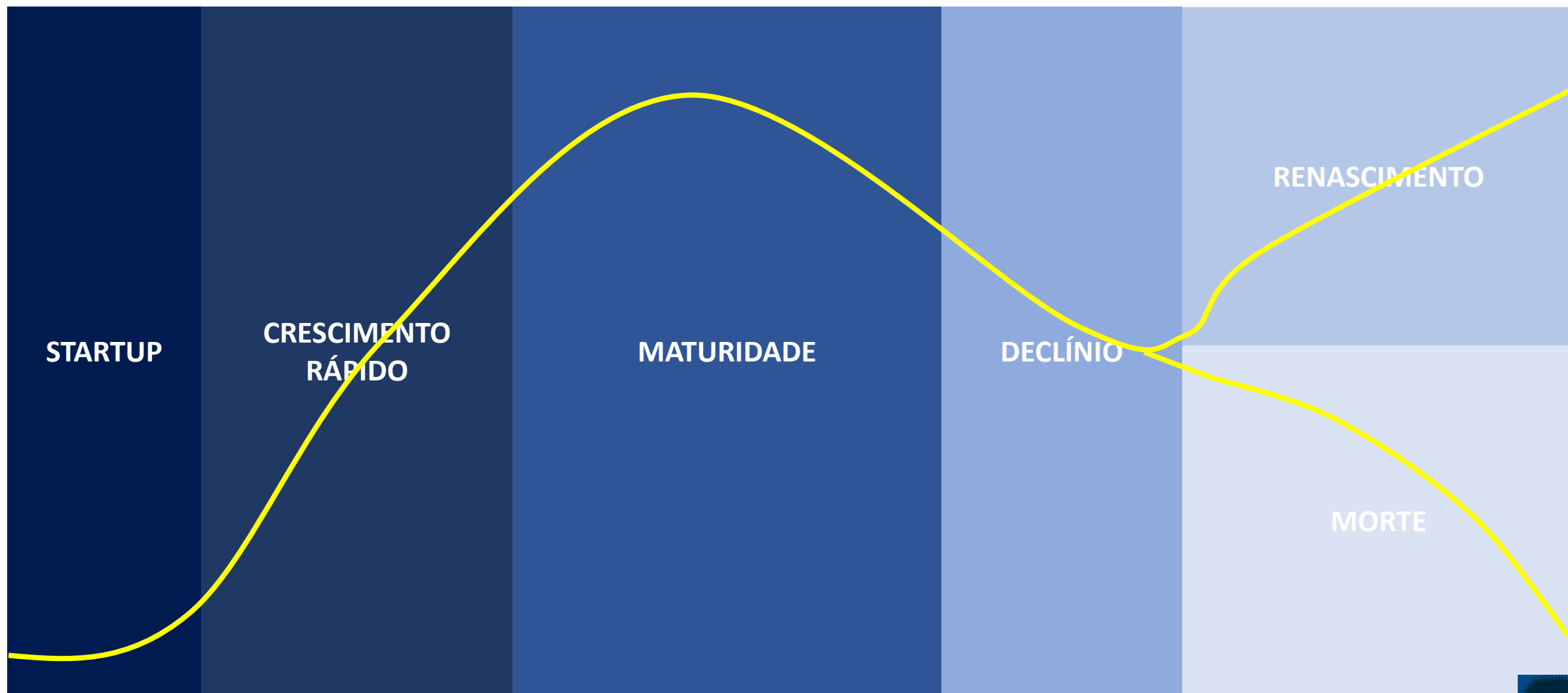
Graus de  
intensidade

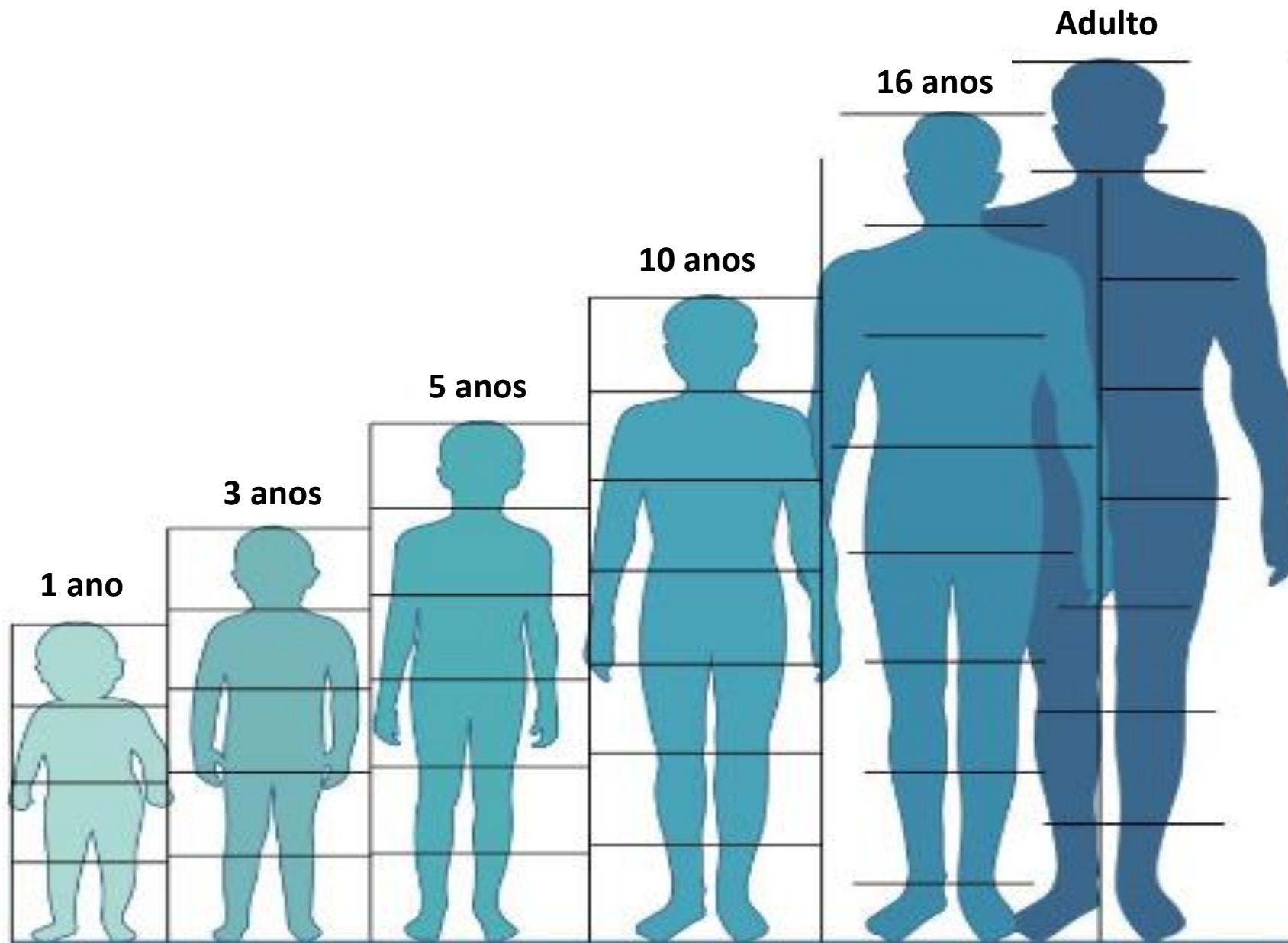
Assimilação  
Biotransformação  
Eliminação  
Comunicação  
Energia  
Transporte  
Estrutura

Nutrição  
Exercícios  
Sono  
Stress

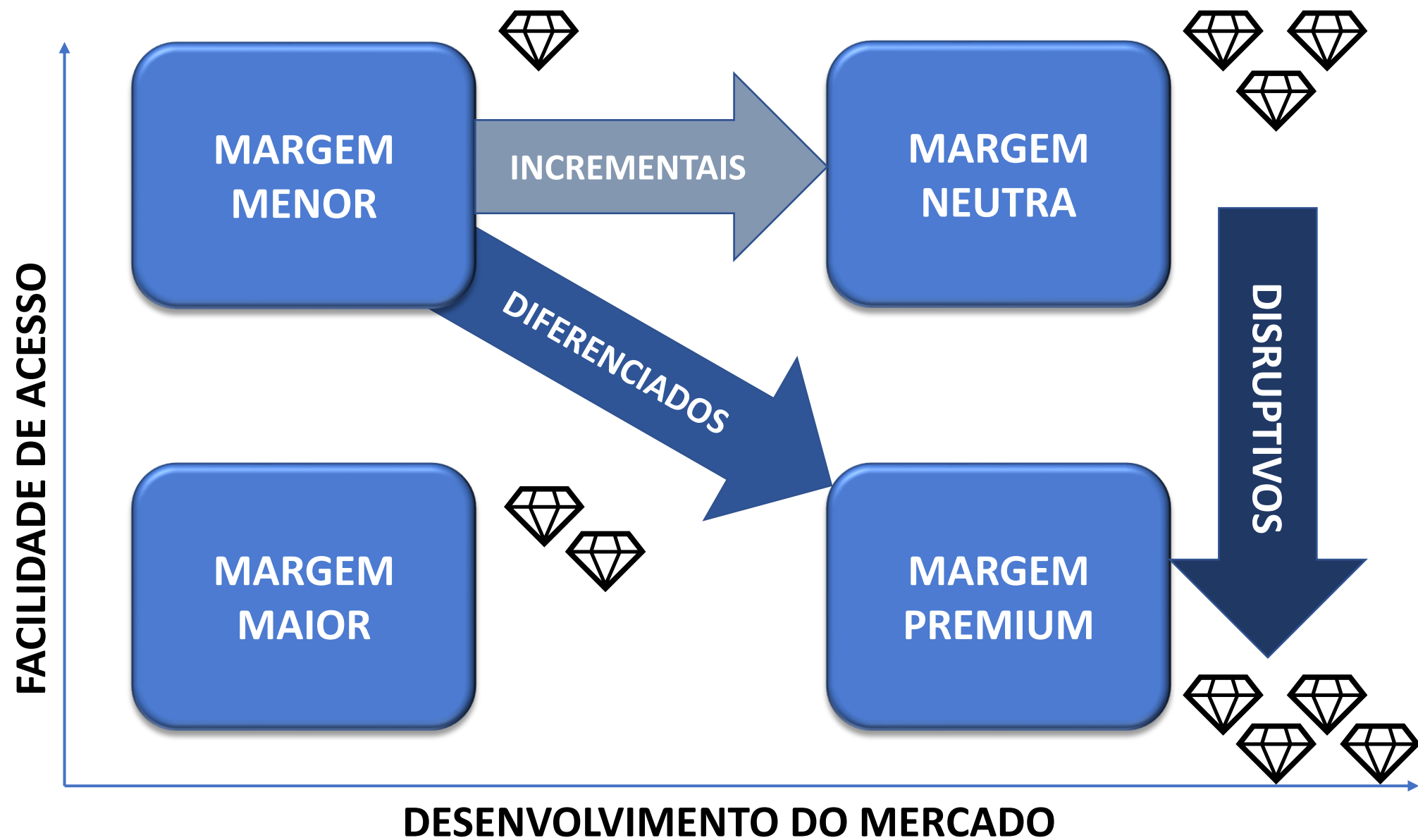


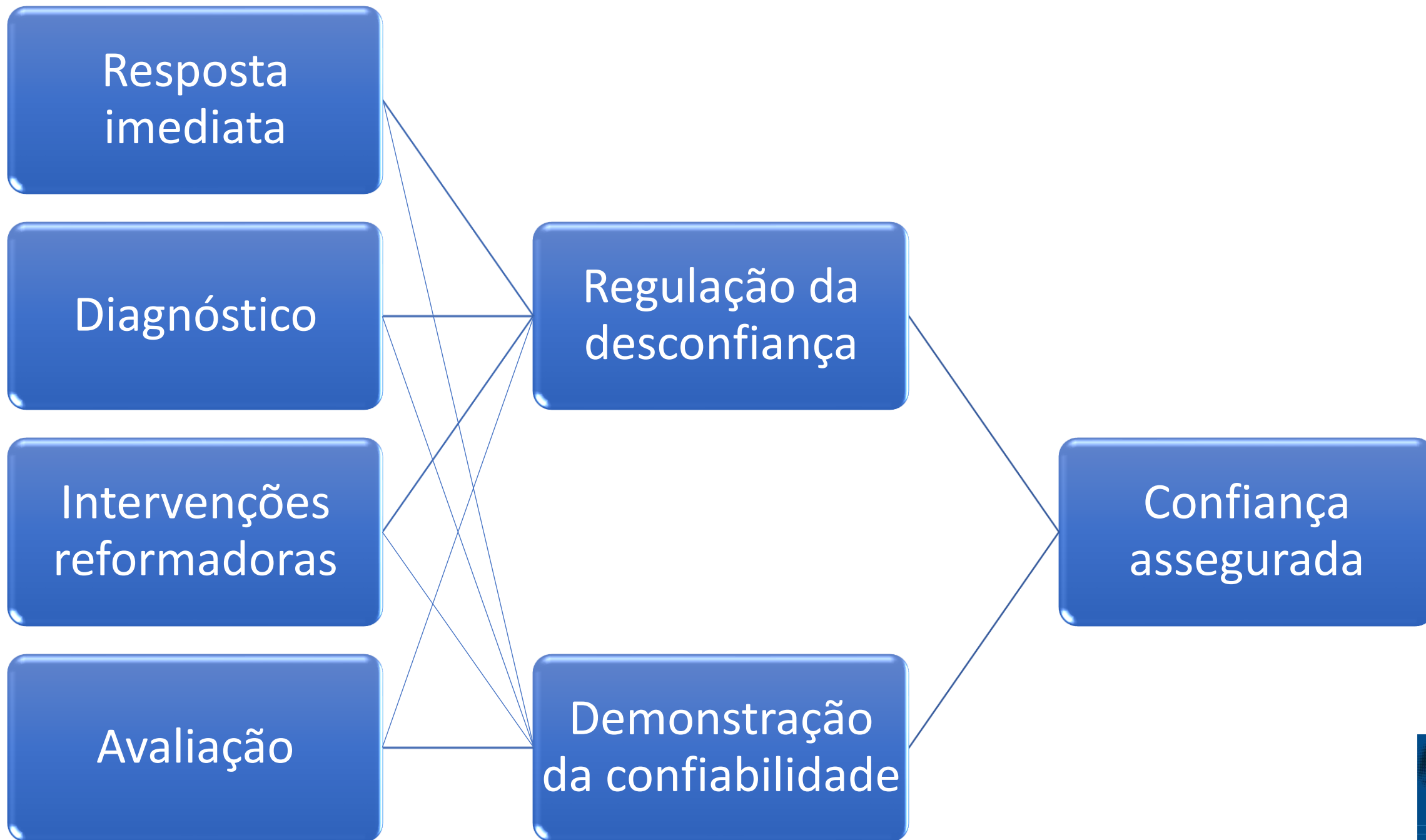


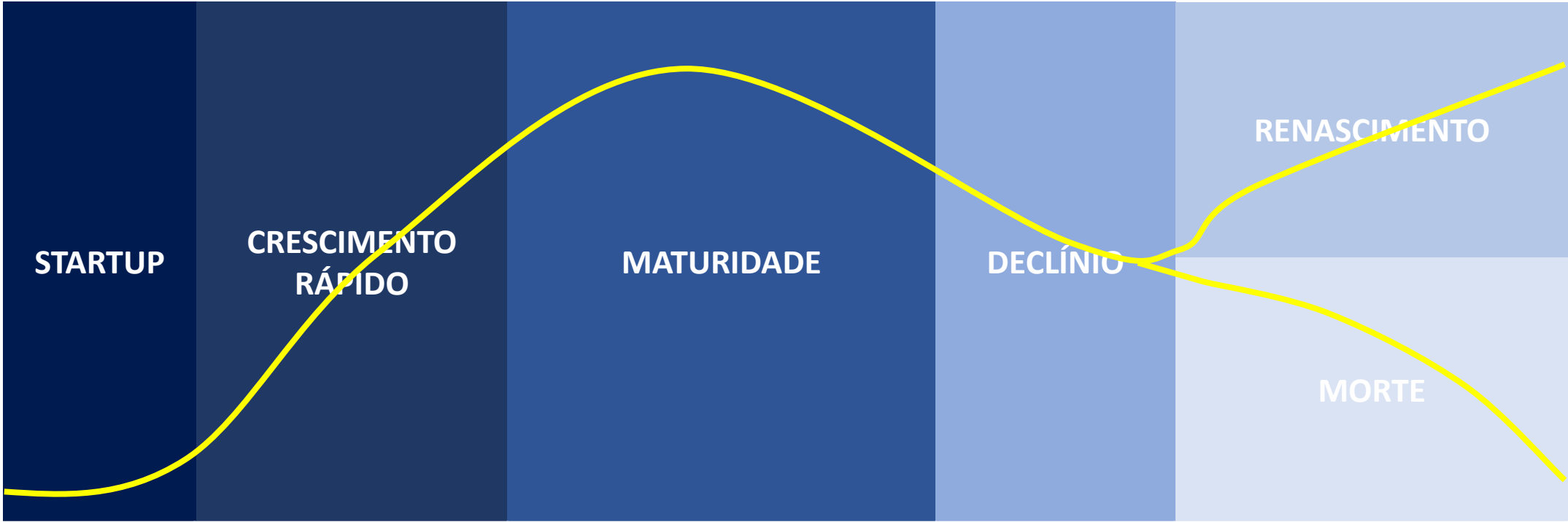




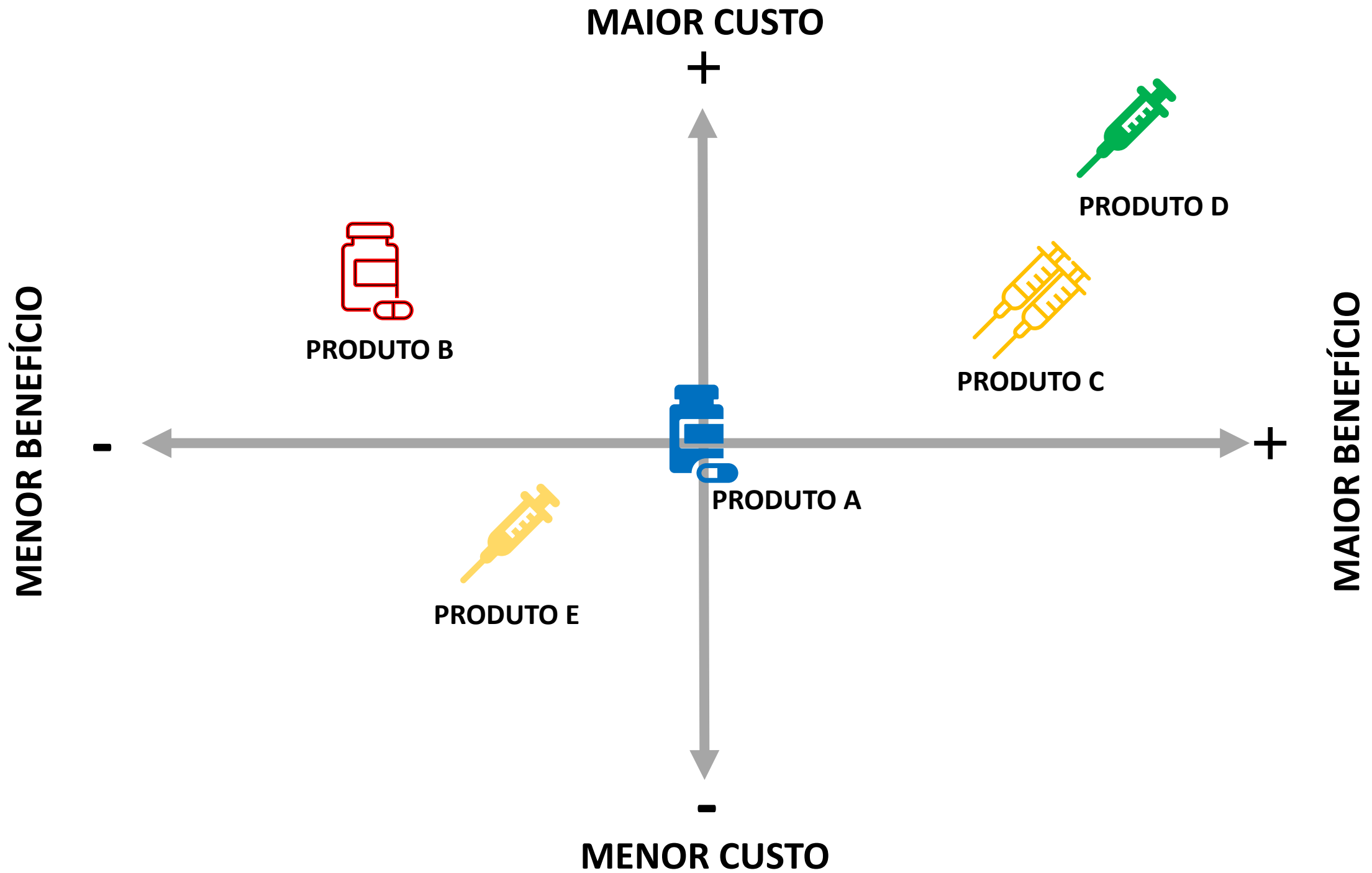


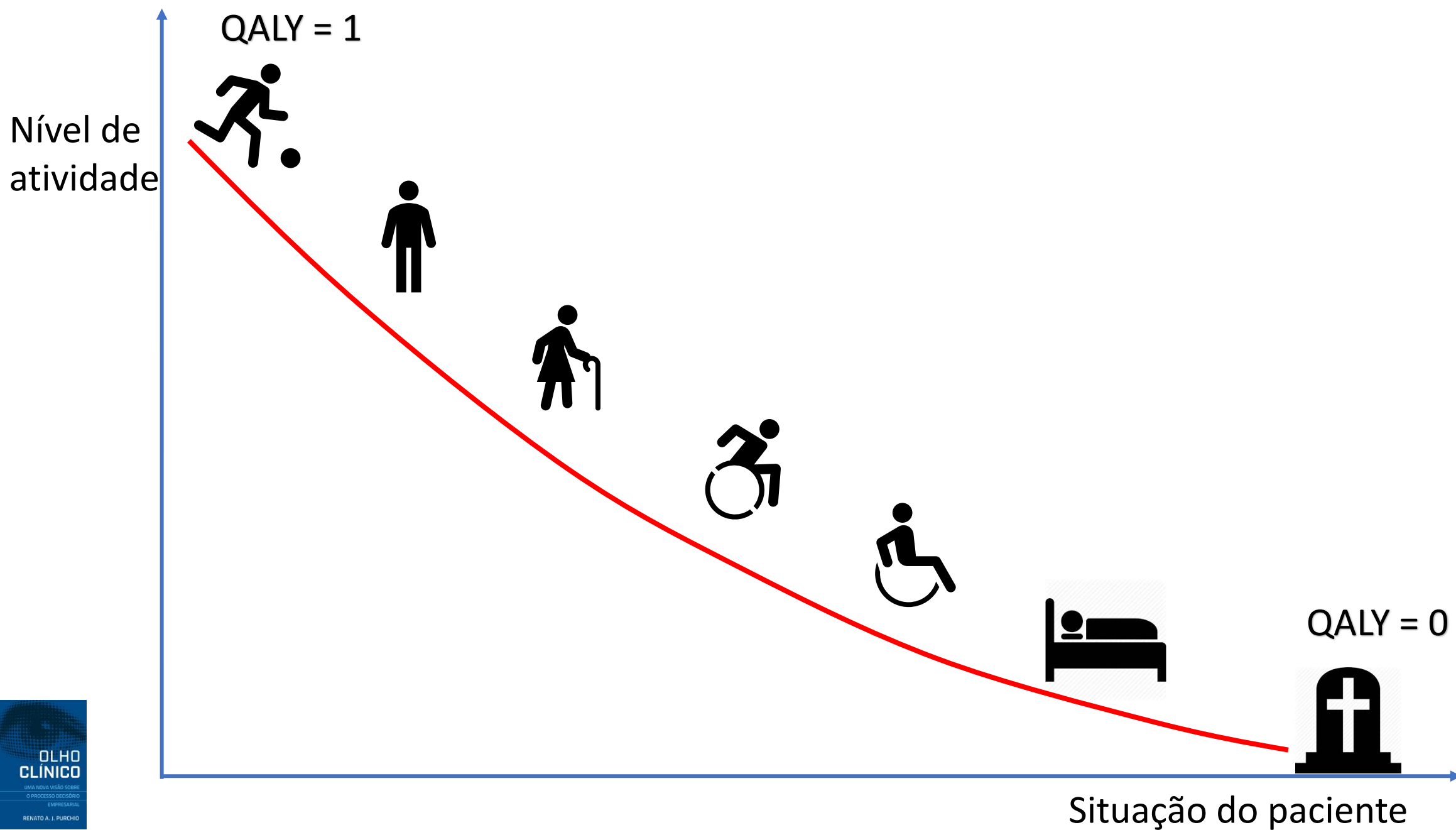






|  |   |   |  |  |   |
|--|---|---|--|--|---|
| <b>Situação típica encontrada</b>          | Muitas expectativas, sem oportunidade de externalização | Todos apagando incêndios<br>Comunicação ineficiente<br>Sentimento de injustiça por assimetria na carga de trabalho. | Tentativa de acomodação em feudos ao invés de organização hierárquica por meritocracia | Feudos<br>Disputas de poder<br>Degradação do relacionamento familiar | Nomeação de novo corpo diretivo<br>Agenciamento<br>Sócios com contendas judiciais<br>Venda de cotas |
| <b>Características desejáveis do líder</b> | DESBRAVADOR<br>VISIONÁRIO                               | ORGANIZADOR<br>COMUNICADOR  | CONCILIADOR EMPÁTICO<br>MOTIVADOR  | ANALÍTICO<br>DECISOR   | ENGAJADOR<br>VISIONÁRIO   |





FOCO NO  
LONGO PRAZO

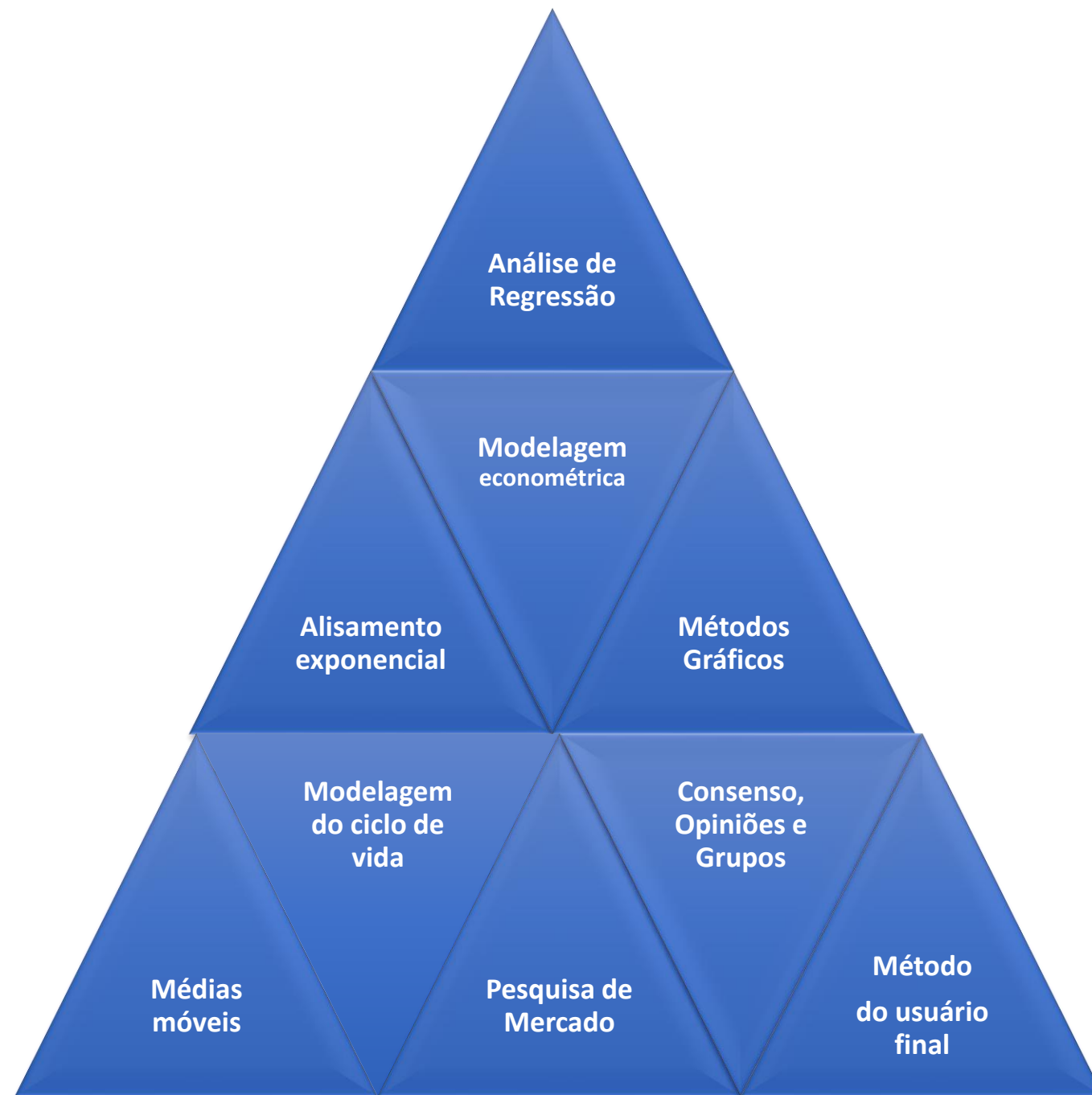
CRESCIMENTO DA  
RECEITA LÍQUIDA

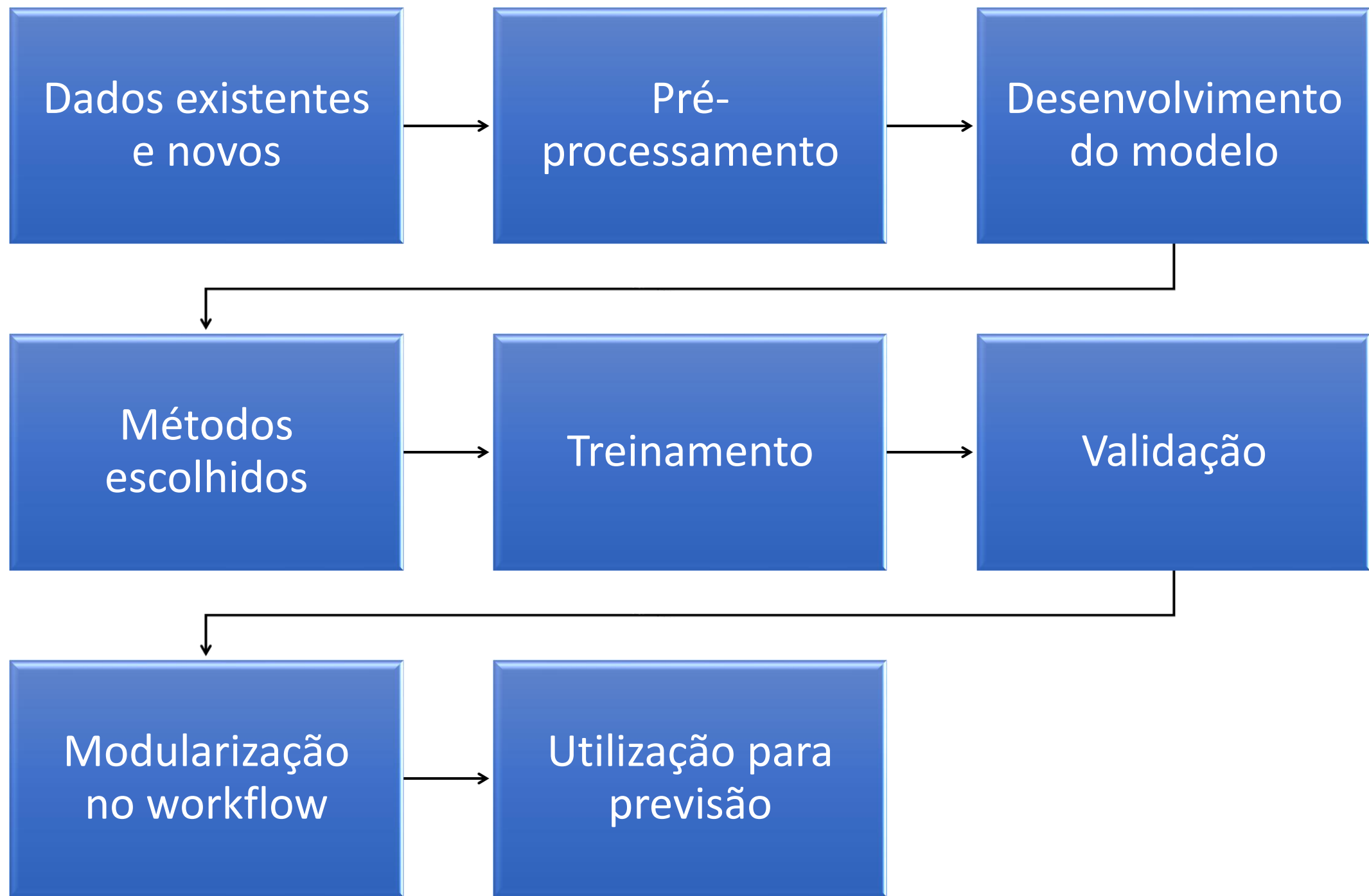
LUCRO ECONÔMICO  
5 ANOS DE FLUXO  
DE CAIXA  
DESCONTADO

RECEITA LÍQUIDA  
RETORNO DE  
VENDAS

RETORNO SOBRE  
INVESTIMENTO DE  
CAPITAL – LUCRO  
ECONÔMICO 1 ANO

FOCO NAS DEMONSTRAÇÕES FINANCEIRAS

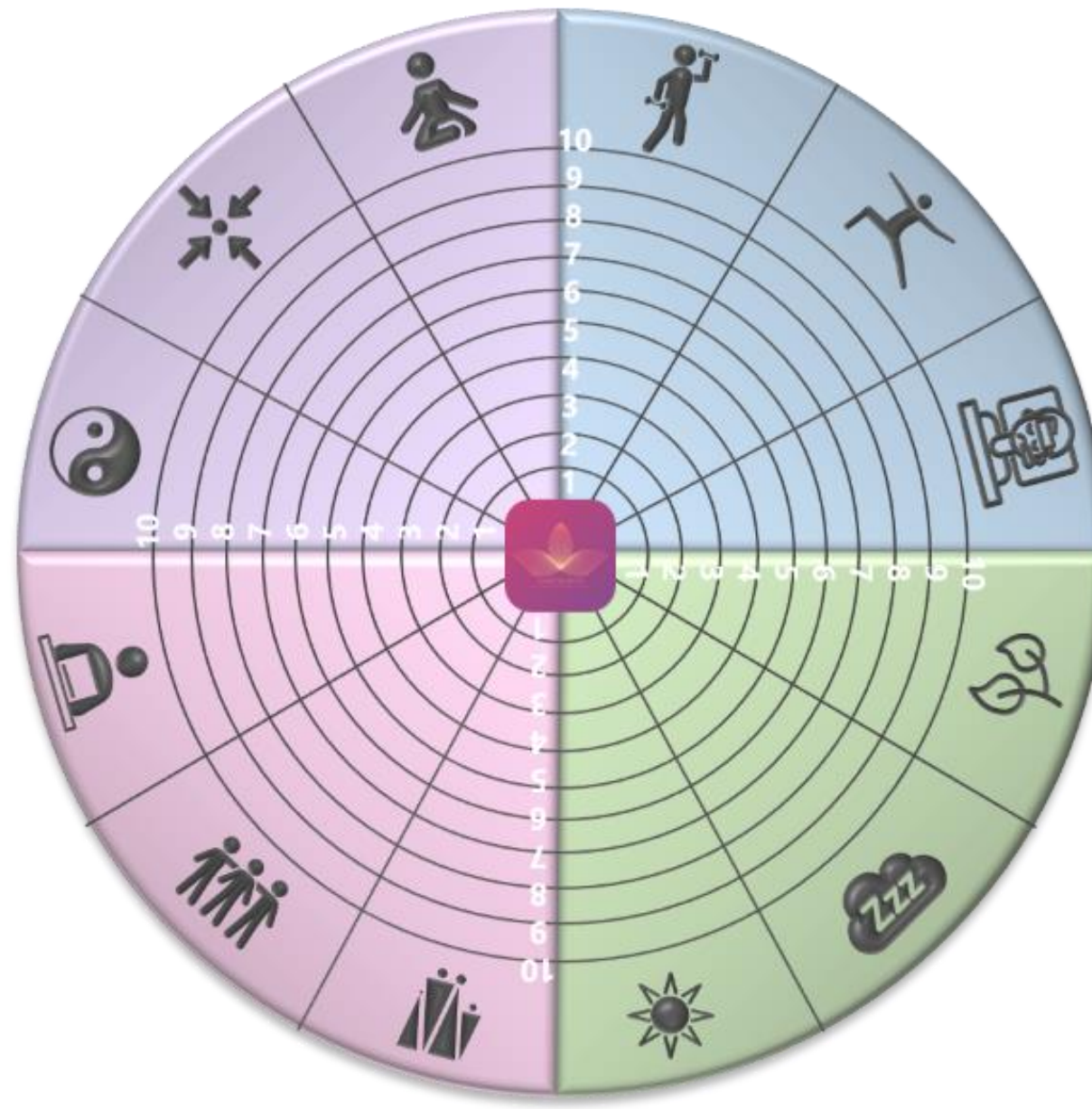






**CORPO  
MENTAL**

**CORPO  
SENTIMENTAL**

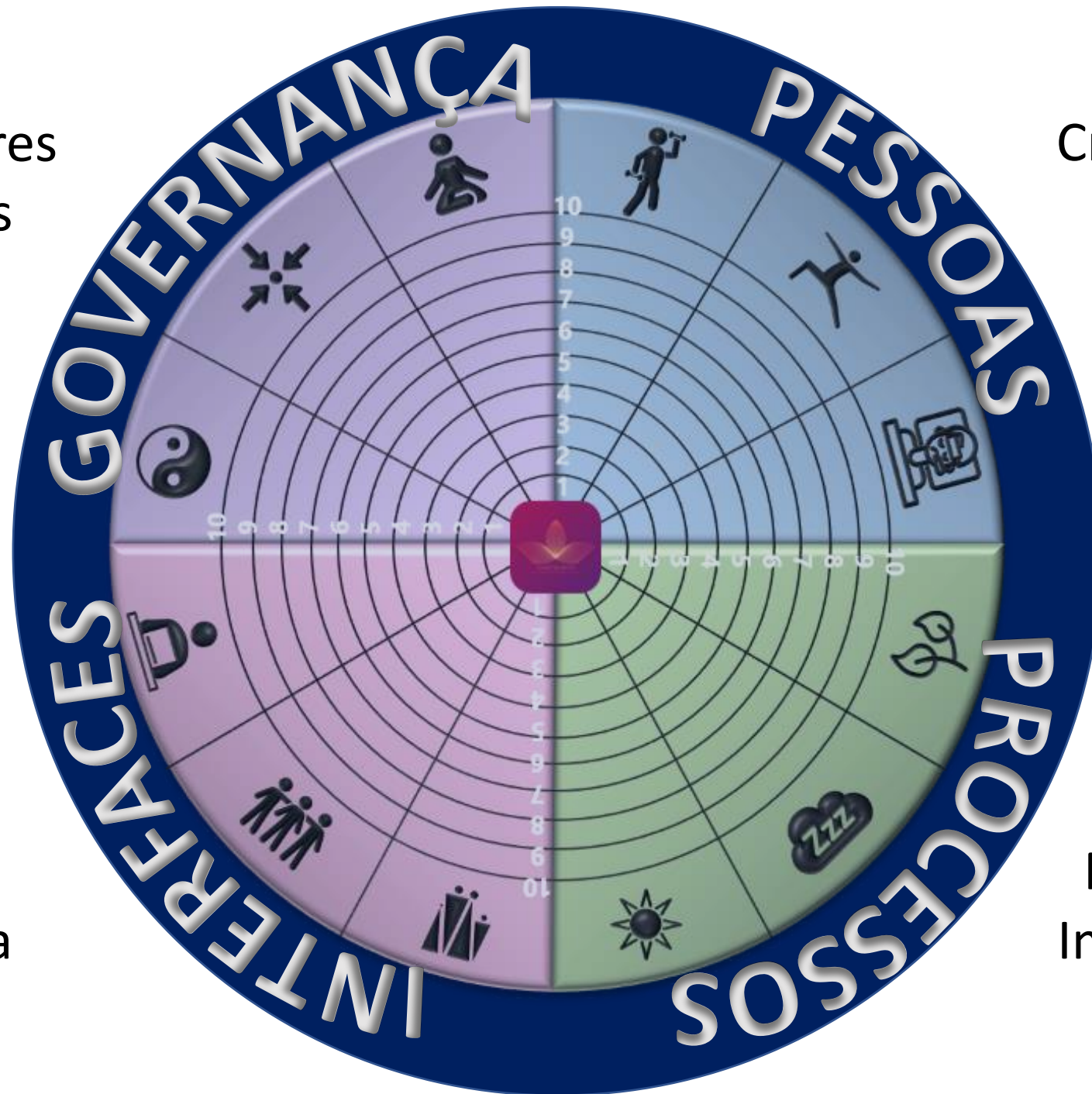


**CORPO  
FÍSICO**

**CORPO  
ENERGÉTICO**

Valores  
Incentivos  
Complexidade

Diversidade  
Cooperação  
Tecnologia



Criatividade  
Participação  
Integração

Qualidade  
Perda zero  
Impacto zero