

CIST
**PEOPLE
READY**

**THE FUTURE IS
ALWAYS CHANGING.
ARE YOU KEEPING UP?**

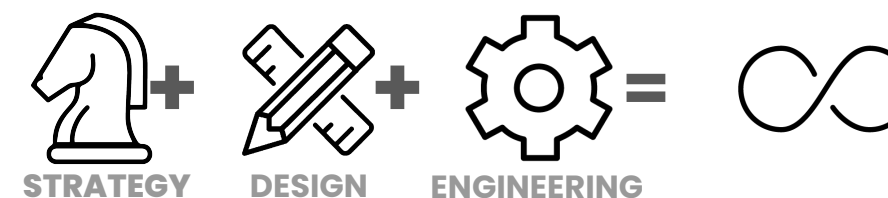




Driven by
Impact

ABOUT US

Digital specialists, we have a track record of 25 years accelerating business impact through complete and scalable digital solutions. With the global presence of more than 3,000 professionals in strategy, research, data science, design and engineering, we unlock top-line growth, drive customer experience, and increase operational efficiency. We operate in the United States, Brazil, the United Kingdom, Japan, China and, more recently, in Portugal and Canada. In Brazil, we have been elected for more than 10 years as a "Great Place to Work".



In the new world, the future is constantly changing. Now more than ever, we know that adapting and transforming are essential processes.

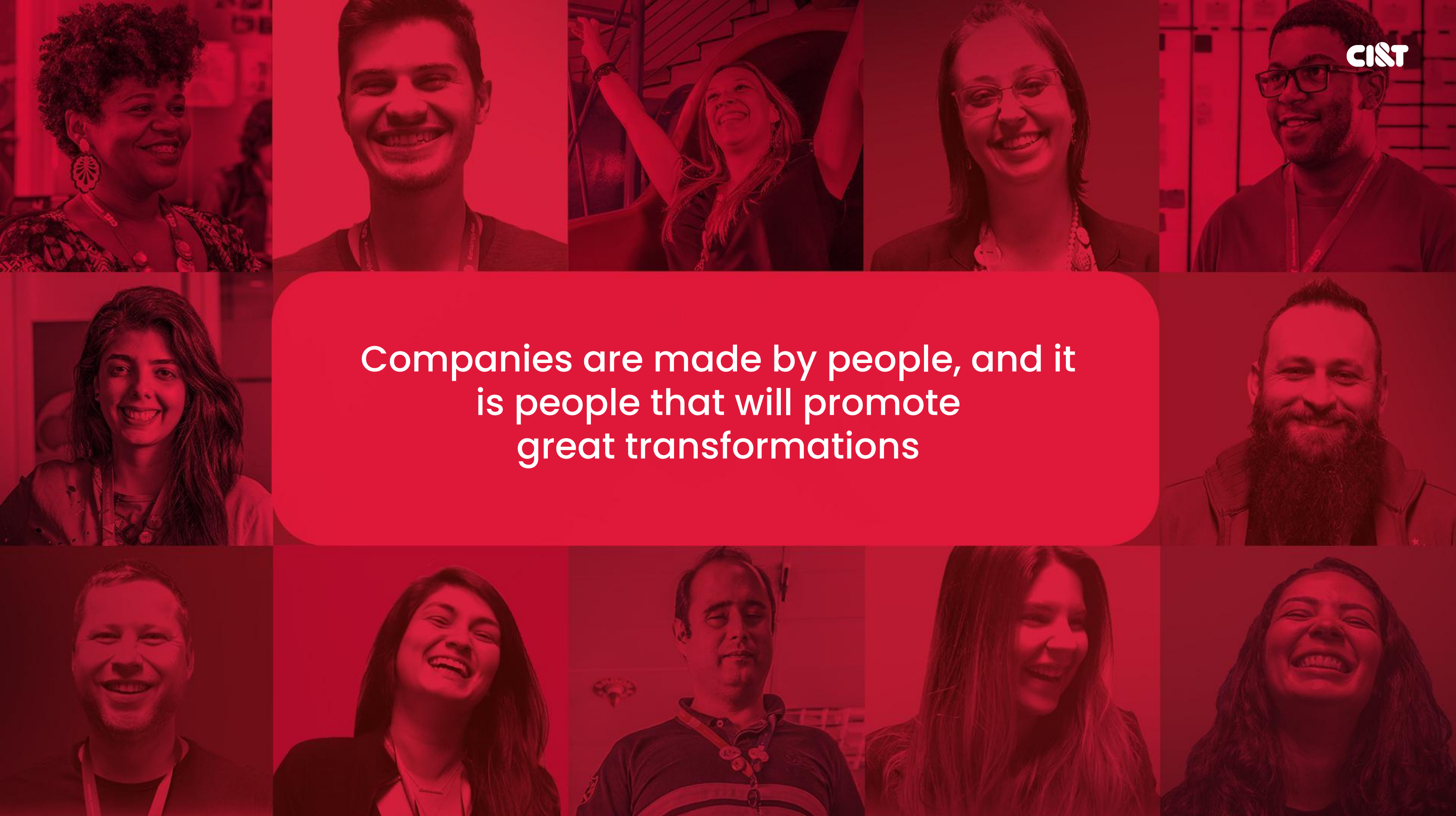
But to learn, grow and stand out professionally in this new reality, it is necessary to go beyond: to develop a compassionate outlook, strengthen collective belonging and build paths with autonomy and purpose.

The power to turn these concepts into action is within your reach. Be the protagonist of this new future.

Rethink. Renew yourself. Rediscover yourself.

Fernando Henrique da Silva

Business Director



Companies are made by people, and it
is people that will promote
great transformations

DATA INSIGHTS

Top 5
Soft Skills

1

Creativity

2

Persuasion

3

Collaboration

4

Adaptability

5

Emotional intelligence

Skills Companies Need Most – Source: LinkedIn Learning Ranking

Due to the pandemic,

74%

of companies in Europe begin to **prioritize soft skills** when the time comes to recruit.

Source: Líder Magazine. Available at:

<https://lidermagazine.sapo.pt/as-soft-skills-serao-a-base-do-sucesso-das-empresas-no-novo-normal/>. November, 2020

Nearly

90%

of job postings require soft skills. On average, a job posting requires **4 soft skills**

and **10%** of the job postings require **10 soft skills or more.**

Source: The importance of soft skills in the job market – Boosters – available at:

https://boost.rs/wp-content/uploads/2020/11/BOOSTRS_SOFT_SKILLS_STUDY_2020.pdf. November, 2020

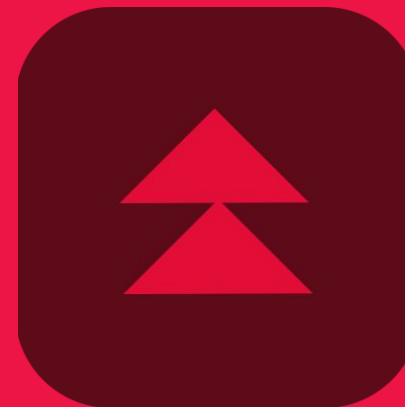
DISCOVER THE ATTITUDES TO LEAD YOUR JOURNEY



Think
of **people first**



Exercise **inclusion**
and **respect**
differences



Build
the future
collectively



Live a process of
learning and
continuous
development



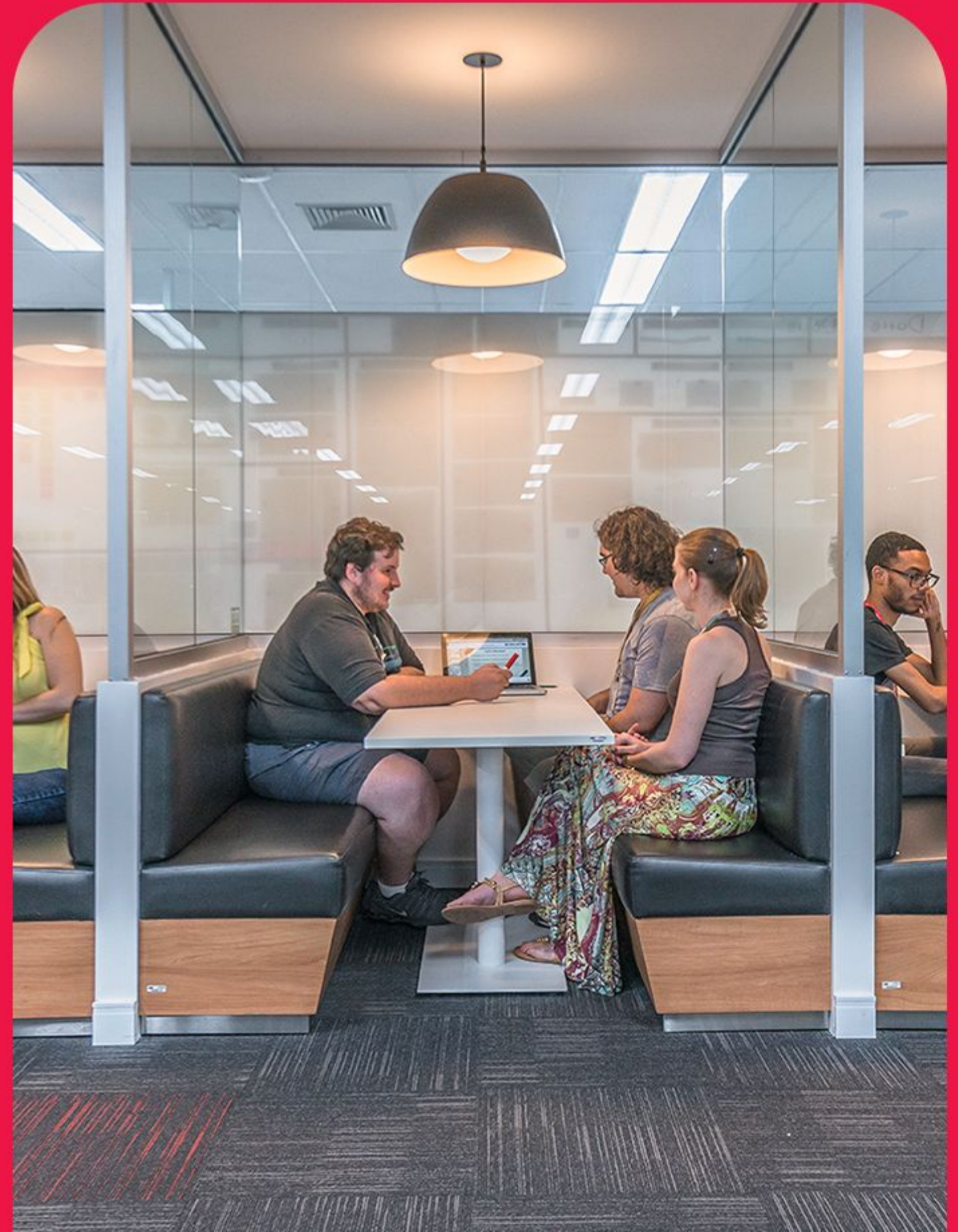
Encourage
freedom

CIST



Think of **people first**

Work in favor of **human appreciation**
and be clear in your individual values
and purposes.



As people and as parts of a company, we are part of a plural society. There are different views, thoughts and positions, which makes this environment unique and essential for its development. Through others, who are nothing more than people with “different” similarities from us, it is possible to prosper and expand your outlook beyond the confines of your experience.

Cultural, ethnic and ideological diversity are unique means to extend your horizons and unlock pre-established concepts.

With this broadening outlook, we gradually create **more heterogeneous, harmonious, creative and more human social environments.**

THINK OF
PEOPLE FIRST





Thinking about people does, in fact, go much further. It involves understanding, but is conceived in humanised actions.

You have to be an agent of the change you want to see happen. The active involvement of each person is what will transform the world into a place of balance, with more fairness, with equivalent rights and opportunities for all, always respecting differences.

Today we know that the fundamental value for valuing others, based on more humanised actions, occurs through **self-knowledge**, because knowing yourself and your essence, your values will dictate your attitudes.

And this reflection applies to life: in addition to preparing yourself professionally, it is necessary to **have a questioning profile and to dedicate yourself to pursuing his purpose.** Reflect on your journey and experience what is real for you, as through this you will be able to unlock your challenges and achieve your goals. If you do not believe in and identify with what you are doing, you will certainly not give your best to the activity or recognise the potential of others in your work.

Only from a true perspective about the importance of **“self and other”** is it possible to transform your reality and expand these gains to the world.



Exercise inclusion **and respect differences**

Value and contribute to a
**diverse and safe
environment**, acting with
respect for differences.



Encouraging environments composed of people and diverse realities, provides opportunities for experiences and points out our differences as something positive, since we are all unique. This is a point that deserves to be highlighted. Especially because, today, with the need for remote work, human contact has been in the background. But regardless of the environment, it is necessary for **the diversity of ideas and views to circulate**. They are fundamental in the production of disruptive solutions and new possibilities.

You must connect with companies that have an enabling environment to develop, to leverage talent, in which you have the freedom to give ideas and create, in addition to space and encouragement to learn, teach and share equally, for all people.

It is necessary to create a collaborative atmosphere, in which there is safety, trust, respect, and encouragement of active participation and exchange of knowledge in pursuit of a common goal. Each person has a unique role and their individual contribution, with differences and similarities is essential in maintaining this environment.

Respect should be the basis of any interaction. Eliminating judgments and guilt, adopting a gentle attitude and opening yourself up to listening are essential points.

We know that the more diverse people are, the more different experiences and views there are around them, and the more aspects will be added to their career.





Build the future **collectively**

Believe in

collective construction and

apply it in your daily life to
create projects with impact.



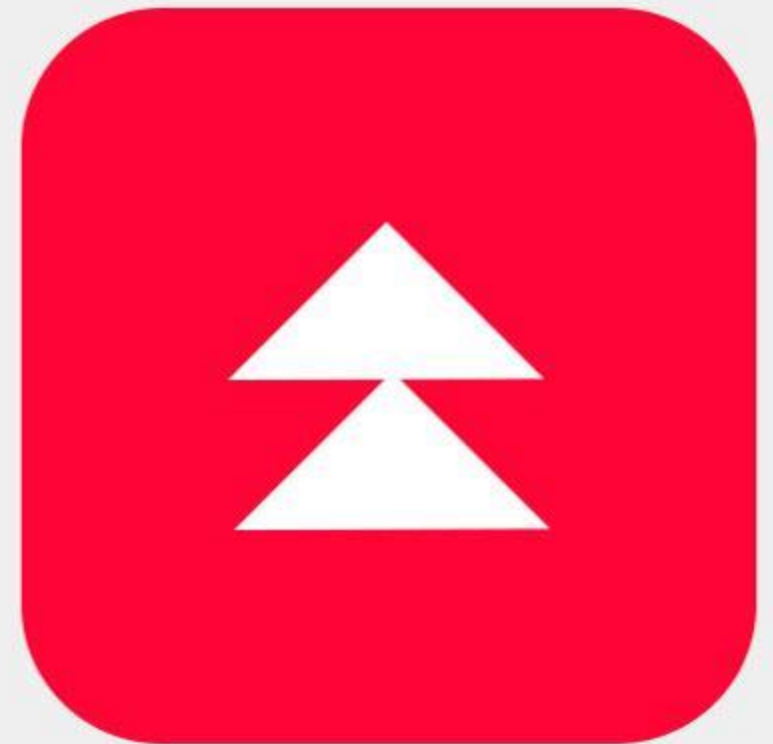
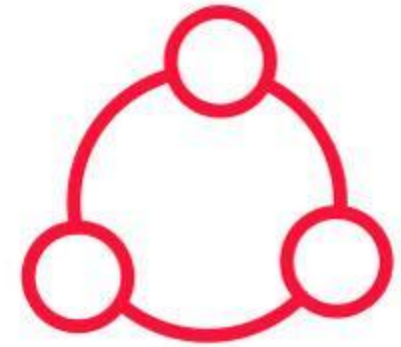
The ability to put oneself in someone else's place and try to see the world with their eyes is a fundamental part of creating **real collective collaboration**. It is necessary to open yourself to understanding the experience of others, suspending your outlook and preconceptions that may exist.

There will always be differences, whether cultural, ethnic or social, and these are necessary for there to be a relevant and sometimes unexpected exchange. The capacity for mutual understanding and recognition is what leads to true acceptance. This is a fundamental point of development, as it allows disarming fixed points of view that do not add to the plurality of solutions that can be found in joint actions.

Collective intelligence instigates curiosity, brings concerns about new knowledge, broadens horizons and, precisely for this reason, encourages innovation. It is something precious in digital times, in which the ability to create something new to meet the needs of more diverse audiences, with speed, is worth gold.

All these points can only exist fully if there is **empathy**. Open the view to the whole, to the real and generous exchange of knowledge. Empathy is the essential premise of your career to contribute to the construction of more collaborative environments and strengthen collective intelligence.

“Putting on each other's shoes” is a way to establish trust. Being fully and genuinely attentive strengthens connections and this will undoubtedly be translated into projects. When you receive a question, acknowledge the value of the question, reflect before communicating, and see how these practices will facilitate eventual conflict resolution by broadening the paths to constructive change.





Live a process of **continuous development**

Be curious and seek new **learning continuously**, in addition to sharing your knowledge.





Being a **lifelong learner** means learning all the time through various channels and using experiences to transform your professional and personal identity. This mindset is supported by the 70:20:10 learning model, a study that argues that, based on everything we know, 10% comes from formal learning; 20% from social life; and 70% from experimental experience. That is, we learn by doing, getting things right and making mistakes. The more you train, the better you get.

Acquiring knowledge is paramount, but it will only make sense when shared. It is essential to have the spirit of exchanging information, collaboration, and sharing. Absorb this mindset of **building collectively** in partnership with others. These characteristics will be increasingly valued in companies.

And as important as acquiring new knowledge or skills is internalising the ability to **unlearn and learn again**. After all, today's right answers may not make sense tomorrow. Always learn, reinvent yourself, and co-create a better world.

**LIVE A PROCESS
OF CONTINUOUS
DEVELOPMENT**





Encourage **freedom**

Value your space,
autonomy and
protagonism, as well as
that of all people.





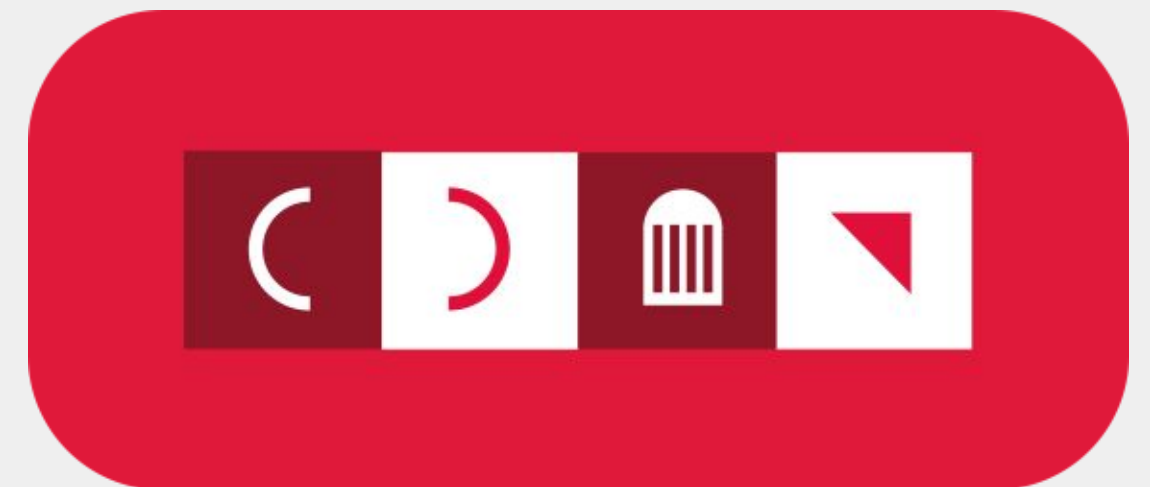
Being a protagonist means precisely taking responsibility for your choices in the face of opportunities and adversities. To achieve true **empowerment** about your process, it is necessary to start with self-knowledge. In the exercises for connecting to yourself, it is possible to identify what your values, strengths, purpose and aspirations.

Understanding your story, you will be able to drive your career from end to end and thus have more autonomy to leverage your aspirations and goals. It will be easier to write the chapters of your trajectory and thereby activate your potential even more.

Know that it is possible to create your career from a blank sheet of paper. Many job roles did not exist, they were created by people, based on competencies that can add to the business.

The **intrapreneurial** profile is highly valued. Envisioning through the gaps a journey that does not yet exist is to demonstrate your pioneering potential, without fear of the new and of new challenges. In this role, learning, collaboration, transparency, accountability and empowerment are the key skills.

In your process, be sure to value flexibility and autonomy and always be open to new ideas. Thus, you will develop a free ecosystem to build your daily life and that of those around you, in a healthy and balanced way.





LEARN

ADAPT. DEVELOP. CONSTRUCT.

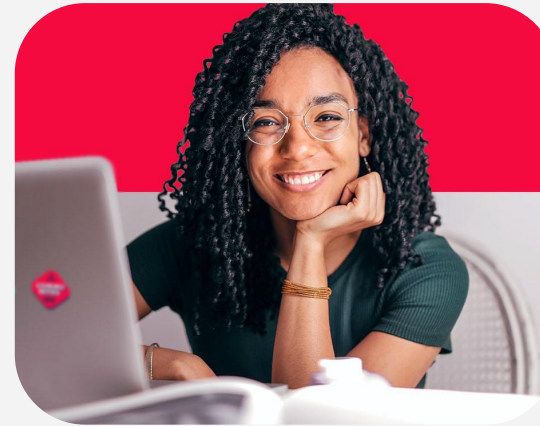
**TRANS
FORM
YOUR
SELF**

CONTENT

We have turned these concepts into content for you to dive into and develop further!



[Be the main character to build a successful career](#)



[Digital transformation is about people](#)



[Inspiring leaders toward diversity, equality, and inclusion](#)



[Why empathy is important to your career](#)



[Me and the other: be the transformation you want to see in the world](#)



[People | An Invitation to Be Truly Human First](#)



Rethink. Renew yourself. Rediscover yourself.
Be the agent of your transformation



Contact Us

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