

## **Unit Methodology - Union, North, Intelligence and Training: A Qualitative Management Strategy, Developed in the Period 2022 – 2023**

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### **Abstract**

*This article delves into the concept of perception within organizational settings, highlighting how limiting beliefs impact how individuals interpret their environment and make decisions. It points out that these beliefs can hinder personal and professional growth, often leading many individuals to give up before attempting something new. The project emerged from the observation that several administrative managers lacked awareness in strategically promoting values within the organization.*

*The general objective is to work on perception to create space for the new, transforming limiting beliefs into cultures that drive productivity. Specific objectives include developing a management methodology equipped with tools to enhance human performance, organizing personal values, and sensitizing individuals to recognize their weaknesses and be motivated to achieve a desired state.*

*The proposed methodology is called UNIT (Union, North, Intelligence, and Training) and is broken down into four pillars: union, direction, intelligence, and training. It emphasizes the importance of joining efforts with others to achieve more, finding a clear direction towards goals, developing intelligence and potential, and receiving training for professional growth.*

*The article addresses how the UNIT methodology positively impacts both organizational and individual levels. It highlights how it helps teams and individuals identify their weaknesses, improve interpersonal relationships, increase productivity, and overcome limiting beliefs. Emphasis is placed on the significance of asking powerful questions that challenge limiting beliefs and lead to change and continuous improvement.*

*It concludes that the UNIT methodology is a powerful tool for personal and organizational development, enabling individuals to find direction, develop their potential, and achieve meaningful goals, thereby transforming perception and leaving a positive legacy in their environment.*

**Keywords:** *Perception, Organizational Values, Human Performance, Strategic Methodology.*

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## Introduction

The perception of the organization includes the processes by which individuals interpret and organize their emotions and seek to make sense of the environment, having limiting beliefs through the vision of ideals that are considered true. A negative effect is perceived in people, preventing personal and professional growth. That is why many times people give up before trying. The problem that motivated this project arose when it was observed that several administrative managers were not sensitized to promote values in the organization strategically. Because of this, we seek to know: How can we make more values viable by giving meaning to human life and thus motivating the individual to act with pleasure? Motivation is a circle that involves adequate work, a pleasant climate in the organization, incentive programs, training, functional qualification, remuneration compatible with the role and offers with the prospect of growth. The specific questions guiding this paper are: How does the UNIT method enable greater profitability? What does the individual learn from the UNIT methodology? How is it possible to have a clear perception of the objective and remain productive despite the demands that make the individual's work difficult? It is worth noting that the perception of a company is how onlookers perceive a company's brand. This means that what matters is not the message the company wants to convey to the market, but how consumers understand what the company stands for. General Objective: To work on perception, organizing the above to create spaces for the new, involving limiting beliefs that are transformed into cultures that hinder productivity. Specific objectives: To develop a management methodology with tools to improve human performance, with the acronym: UNIT - which comes from the English Union, North, intelligence, training which translated into Portuguese will be U for Union, N for North, I for intelligence and T for training and qualification; To organize the personal values of the individual, sensitizing him, so that he perceives the current state of his weaknesses and has the motivation to reach the desired state; To identify personal values, in an ascent of consciousness, when one already has the information and/or knowledge, which, to reach the expected or desired productivity, does not always imply learning more, that is, it is necessary to unlearn. Hypothesis: If there are no tools that help managers work with a strategic vision in the organization, they will be left without a guide to add value to the management of the company's human resources. Therefore, it is important to present a strategic methodology such as the UNIT acronym, which will motivate and awaken the skills that will be made explicit through the methods described above. Materials and methods: Relate the object under study to its particularities and identify more specifically what are the desired results. Develop a management methodology with human performance improvement tools. Analysis of actions in concrete cases, observation, follow-up with progress reports, and focal interviews.

Figure 01: Acronym of the methodological project in focus



Source: The author (2022)

It is an acronym of four letters “UNIT” which comes from the English “U” for Union, “N” for North, “I” for Intelligence, and “T” for Training that translated to Portuguese will be: Union, North, Intelligence and Training U: UNION Union means the association or combination of several elements, similar or different, to form a whole. To be successful

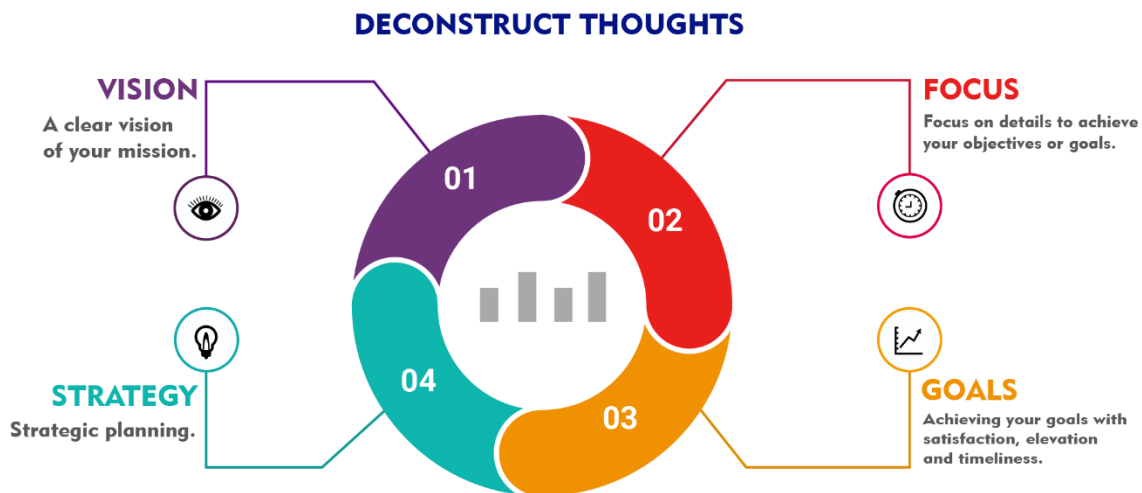
and have great achievements, the individual must have a UNION. It is often said: Do you want to be great? Do you want to get there faster? Do you want to achieve the maximum? Don't just do it! Join with others, combine your talents with the talents of others. Joining others means making allies and transforming them into true apostles or followers. N: North: North is one of the four cardinal points, towards the North Star, when a person turns towards the point where the sun rises, the left-hand faces North. It becomes relevant to direct the mind to obtain a direction, exercising the intelligence, which can awaken the inner giant and as a result, the hidden will be revealed, the unknown will be known, the unconscious will become conscious, the perception will become clearer, the vision will become more sensitive, the values will become warmer, the purpose will become more passionate, the mission will be fulfilled satisfactorily. I: INTELLIGENCE - INTELLIGENCE AND TRAINING. Intelligence is the ability to know, understand, learn, and adapt to new situations.

Throughout history, the concept of intelligence has been defined in different ways. Wisdom in the etymological sense refers to this discrimination. The Latin word intelligence comes from the word intelligere, which is composed of intus (between) and legere, which means to choose or read. This proposal will present the didactic method of how Intelligence will be trained to achieve a good performance (how to develop the potential and achieve the expected result). Intelligence is the center of the life of a human being, every human being has intelligence, some have more than others, but all have intelligence, based on this principle the person needs to be directed through the mind. The mind needs to be organized, to organize the mind the “North” is needed because everyone needs to unlearn bad habits, a culture, or even frustrations, in other words, to re-edit his memory. The human potential is something embedded in each individual and only needs to be developed. People have this capacity and, knowing how to work on certain issues, they can let go and evolve even more towards what they are most interested in in their personal and/or professional lives.

The mind is a fantastic machine that needs to be organized since the demands of life have disorganized it. The mind can make the individual grow, a mind without direction makes it impossible for the individual to grow. T: Training: Training refers to short-term measures that are one-time, and development for long-term practice focuses on helping the individual grow professionally. The UNIT methodology has been tried and tested by many people (trainees doing in-house training), as well as: doctors, psychologists, lawyers, business people, teachers, coaches, pastors, etc. Considering that the training is oriented to performance development, the method serves to help entrepreneurs and anyone who wants to grow in their professional areas and even in their areas. To achieve the dreamed professional development, it is important to assess whether the current career has real conditions for it, that is, to analyze whether the company offers growth opportunities. It is necessary to seek self-knowledge. To make the most of strengths and work on weaknesses, there is nothing better than knowing oneself well. It is necessary to continually look inward, always to become someone better. This applies to both your professional career and your personal life.

It is of fundamental importance to develop a work environment that stimulates and values the growth of the people involved. In practice, whoever leads a team can be a barrier or a driving force for the development of other people, depending on the attitude and behavior shown in the organization. Strategic leadership plays relevant roles in this development, such as: revealing people's potential; assessing long-term needs; encouraging and motivating people to develop; and following the evolution of professionals. Therefore, learning human development tools improves efficiency and contributes more decisively to the development of human talents to their potential within the organization.

Figure 02: Expected result of the unit methodology



Source: the researcher (2022)

As can be seen in the flowchart, the results from a systemic vision are of great value, as it is a methodology focused on strategic and intelligent actions that generate changes, results, learning, and improvements. It enables values through specific tools, such as obtaining a clearer vision with innovative strategies always focusing on the details to achieve objectives with the satisfaction of the goal achieved. It was found that the UNIT methodology can consistently organize its motto: Develop Potential and Transform Professionals using a strategic methodology to train intelligence and as a result, the mind will be guided or directed (will have the north) to achieve great results through “UNIT”. The researcher dedicated himself to the study and observation of human behavior, training people, seeking experience, and always dedicated to research and the search for the best possible teaching to work the PERFORMANCE of clients.

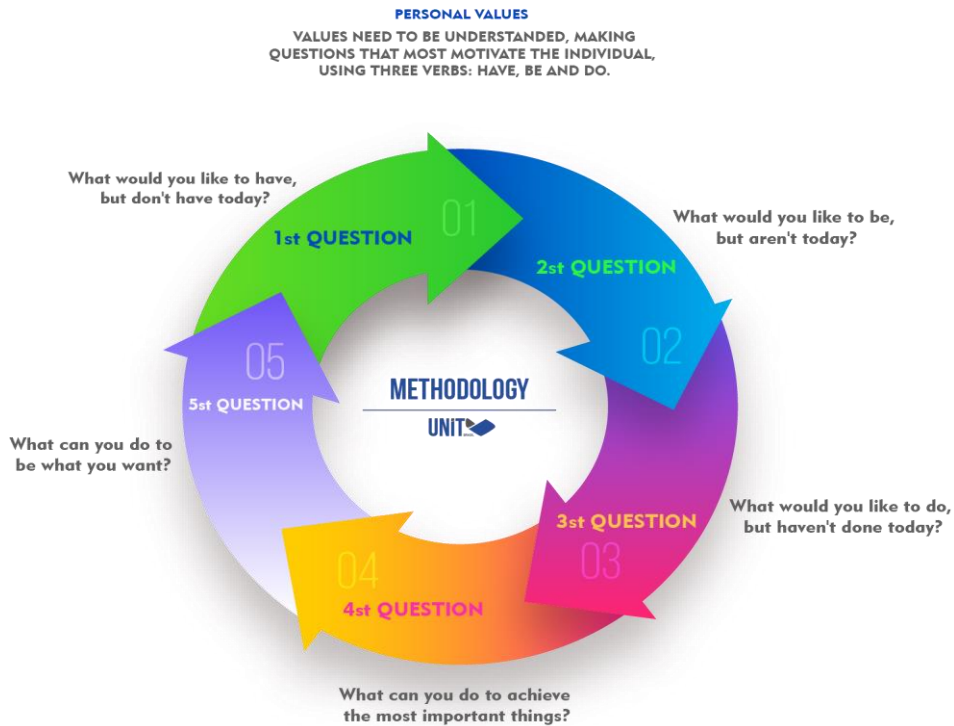
True success cannot be achieved without having the ability to join with others and make true allies. It is encouraged by using phrases and questions such as, “Do you want to be great? Do you want to get there faster? Do you want to achieve the most? Don't do it alone!” So, starting from these premises, the letter U of union is necessary, in our time, we have great challenges every day that eliminate our ability to see things wisely. Vision is limited and perception is blurred. Technology over the years brought about the modernization of manufacturing communications, education, and interactive services.

The advancement of electronic devices such as cell phones, computers, cameras, and stereos are some examples of the modernization made possible by the advancement of technology. Such advancement leads to the information system speeding up, causing great demands, and, as a consequence, there are communication failures and non-fulfillment of goals. These aspects require having the right direction; therefore, it is necessary to have the letter N in the North for the best productivity and, consequently, the best pace and time to make intelligent decisions.

Most of the time it is clear that the lack of responsibility or productivity is not due to the lack of the letter I of Intelligence, but to the lack of the “North”. A productive person has North/Direction, who knows where he/she wants to go, when to go, why to go, and how to go. However the North does not develop magically; it is necessary to make use of the Training Letter T (Treino - Training in Portuguese), which is the fourth pillar of the UNIT methodology. Organization of the Results of the Second Specific Objective: Organize the individual's values, sensitizing him, so that he perceives the current state of his weaknesses and has motivation to reach the desired state; Personal values are shaped by what is important to the individual, which orients his actions and objectives. Being aligned with them brings positive effects, making feelings aligned with actions. Defining

what your values are and acting following them is not always an easy task for some people.

Figure 03: Organization of personal questions



Source: The author (2022)

Questions can organize values and the individual answers what is most important to him. Objectively, principles are the characteristics that will shape behavior and guide decisions. An example of this is when you value kindness, you always smile and treat others with kindness, it is part of who you are and you feel good about yourself. However, if for some reason or as a result of everyday life you end up being hard on someone and you don't approve of them, you will feel bad and angry. The truth is that everyone has individual values and everyone is different, which makes the presentation of the north "N" relevant to getting where you want to go effectively. Everything we do well and willingly has to do with our values and everything we allow has to do with our beliefs. Depending on how and what one believes, one will be allowed to do it. The following must be understood: if our beliefs remain erroneous, they will limit us. Thus, our actions, even if they are well-intentioned, will remain misaligned and the results will be frustrating for us and others.

In the article "The Art of Powerful Questions," the authors report that: "The usefulness of the knowledge gained and the effectiveness of the actions taken depend on the quality of the questions asked. Questions open the doors to dialogue and discovery. They are invitations to creativity and innovative thinking. And by generating creative ideas, they can initiate change." The authors, experts in the field, conclude that "Powerful questions can dramatically improve the quality of knowledge, innovation, and action in our organizations, our communities, and our lives." (BROWN & ISAACS,2019).

**WHY DON'T WE ASK THE RIGHT QUESTIONS?** One of the main reasons is that we often unconsciously allow our limiting beliefs to contaminate our problems. When this happens, the question loses its power and becomes just a way of confirming a supposed impossibility.

Table 01: Addressing the analytical questions

WHAT GIVES A QUESTION ITS POWER?	
A question is powerful when it has:	
RELEVANCE	Does the question propose an important reflection for the moment the person is living?
CLARITY	Is the question objective and immediately understandable?
FOCUS	Does the question get right to the point? Does it speak to a crucial aspect of the situation the person is experiencing?
CONNECTION	Does the question invite and challenge the person to connect with knowledge that he or she already possesses, but fails to access or use?
STIMULUS	Is the question able to energize the person and get their attention?
IMPACT	A question capable of generating a multiplier action - leading to new questions and new answers?

Source: The author (2022)

Organization of the Results of the Third Specific Objective. Identify personal values, in an ascent of consciousness, when the information and/or knowledge is already available, which, to reach the expected or desired productivity, does not always imply learning more, that is, it is necessary to unlearn. Personal values are shaped by what is important, what guides actions, objectives, and whims, and our personal and professional relationships bring positive effects to our daily lives, ensuring that our feelings are aligned with our actions.

#### Values

“What is important, what has value, what motivates... What is part of your essence”. How do you motivate yourself? What is important to you? Values determine our attitudes. All attitudes aim to serve our values. Questions to identify values: Think about your goals. Why is this goal important? What will the achievement bring? Think about the things that are most important to you. What do these things bring to you? What is most important in your life? Why is this important to beliefs: “Lo que creemos y cómo filtramos la realidad...”. el gran sueño y creencias.

Guide to identifying dreams and beliefs:

1. What do you believe about life?
2. What do you believe about yourself?
3. What is important in your life?
4. What are your biggest dreams in life?
5. What prevents you from fulfilling them? Where are your limitations?
6. On whom does this depend?
7. How much will it cost you not to start today?
8. How much will it cost you in the future if you don't have this?
9. What could you do now to move toward your dream?
10. What is your level of commitment?

### Powerful Question Methodology – Scale

There is a natural hierarchy of question ranking (with scale) that can facilitate our learning process, as well as understand the level of learning mental structures of learning, change, language, and perceptual systems.

Figure 04: Exploratory Analysis of 5w2h



Source: the author (2022)

The 5W2H tool transmutes the analysis and ideation of strategies for all action plans into feasible actions. Thus, 5W2H is a checklist that describes the actions, deadlines, and responsibilities of all project participants. The 5W2H tool in English, created by professionals in the Japanese automotive industry, today widely used in Quality Management, provides a simpler method to carry out a process. For example: What (What) / Why (Why) / Who (Who) / When (When) / Where (Where). Objective, goal/Rationale, benefit/responsibility, team/cost or quantity/activities, process/date, schedule/location, department.

**ROLE** - Determine the greater purpose (Vision/Ambition) and launch beliefs and values through the notion of one's role. Answers the questions - WHO AM I? in the Current State and WHO WILL I BE? in a state of longing.

**BELIEFS AND VALUES** - Offer reinforcements (Permission and Motivation) that support and block capabilities. Answers the question WHY?

**COMPETENCIES** - These are our mental maps and plans or (Strategies) that guide and direct our attitudes through mental maps. Answers the question HOW?

**ATTITUDE** - Are the specific (Actions/Doings) and/or reactions performed in the Space. Answers the question WHAT?

**SPACE** - Involves the external conditions in which our attitudes occur. Answer the questions WHEN/DATE and WHERE.

### Ask Powerful Questions

These tips for asking powerful questions were adapted from the work of Sallyann Roth, an interpersonal skills consultant at Harvard University. She is also one of the founders of the Public Conversations Project, a global action plan that aims to empower the public to use dialogue as a way to resolve conflict. Is the question important to the life and work of the person who will answer it? What impact do I expect this question to have? What kind of feeling, emotion, and reaction do I imagine it will elicit? Is this question familiar enough to understand and different enough to provoke a new response? Does the question contain some kind of judgment or belief? Am I asking or assuming? Is the question based on the past? Or is it capable of generating hope, solutions, and focus on the future? Does the question allow for new and different questions to be proposed? Monitoring, evaluating, and measuring results is of fundamental importance, and for several reasons. On the one hand, it makes it possible to check progress and identify what needs to be improved, changed, readjusted, developed, or worked on to ensure that the expected results are achieved. On the other hand, the process of evaluating and measuring results gives you a clearer picture of your performance.

What should you focus on, improve or develop; after all, the results of coaching reflect not only the coachee's development but also the coach's development. Refer to these methods: You need to develop a way to stimulate mental organization and identify goals and objectives. Giving yourself attention and encouragement to stop procrastinating helps you stay focused and productive throughout the day. Having good moments of rest and pleasure is essential to relieve daily stress. In this way, you can avoid the repetitive function of performing tasks and activities that make daily life more tedious. Here are some ways to psychologically organize the moments of your daily routine. In addition to avoiding stress while keeping you focused on important tasks. After all, mental organization is a way to transform daily life and improve psychological health, which may have been affected by peaks of demanding work. Which leads to the methods outlined in this scientific project. It has been proven that the UNIT methodology enables organizations that benefit from teaching to achieve positive results beyond expectations. Since the method applied has to do with the focus and development of capabilities and team functioning. The instrument applicability teams achieved positive results and many more are expected. What about individuals? In the case of the individual, it was found that people had results of personal achievements as in the family. Marital and other family relationships improved as they became aware of their weaknesses and, naturally, in a sense of awareness, worked on their weaknesses, replacing them with their strengths. It was observed in the professional relationship that individuals who had difficulty working as a team made changes became aware of their commitments and understood the purpose of the mission assigned to them. It was found that individuals who had difficulties interacting socially could renew their values and, therefore, were motivated to reach or scale new horizons. It stands out that in the sales area, people who had difficulties in seeking new strategies to present productivity and growth goals in their sales had dynamic and satisfactory with more vision, strategy, and motivation to act. It was found that procrastinators overcame their limiting beliefs got out of their frustrations and produced because they understood the true mission for which they are responsible. Managers were found to have a sharper vision and are more capable of managing.

### Conclusion

It is considered a unique privilege to develop this project and reach the conclusion of this doctoral thesis in management with the theme: UNIT Methodology - Union, North, Intelligence, and Training: A Strategy for Qualitative Management, developed in the period 2022-2023. by understanding that the UNIT methodology was created and proven as an extraordinary and powerful tool to develop potential and transform professionals.



There is a great difficulty in the mind of every individual to have the perfect direction in their journey to reach the real goal. Therefore, it has been proven that the UNIT methodology is an innovative methodology to develop performance, clarifying the mind so that the perception becomes more sensitive and conducive to the acquisition of new things.

Therefore, it was found that with the UNIT methodology the individual will become aware of his weaknesses and will become aware that decision-making is fundamental to changing his way of thinking and acting, thus accepting that many times he must eliminate ties to make room for the new, that is, he will have the challenge of unlearning addictions, cultures and beliefs that limit him. It was found that the UNIT method seeks to unite with others to achieve much more than the action of individualism, taking into account that the letter N, being North, i.e. direction, the individual found his way and therefore sought to become himself. Being the letter I of intelligence the central human power to develop performance it was crucial to understand that the training must be constant both of the mind to grow and reach the top, as well as the expectations.

In addition to the skills that managers use for the success of their organizations, they must also contribute to the development of society by representing changes in decision-making based on ethics, sustainability, reduction of inequality, and functional training, which was the direction of this methodology. Productivity at work fluctuates every day and this is completely normal. Sometimes we feel so good that we imagine we can do everything at once. Many of us can't seem to concentrate 100% of the time. But if you suppress the habits that make you unproductive, you can be more efficient in your functions. Among the values, the family value is characterized by the person who many times stops doing something personally desired to devote himself to a child who has a dream or goal and makes all the efforts and economic investments possible, betting on the dream of his child, not worrying about whether or not his child will achieve the result, forgetting about his dream. The personal value that many times the individual stops doing something that could provide him with something economically quite profitable, to do something without economic benefit to satisfy his inner self, which for him is his greatest gain. We can say that this is a personal value. Professional value is emphasized in this project because the individual works in a place where his profitability provides him with security and financial stability, but he is not happy, because he does not do what he loves, and this does not satisfy him.

Then, many times, the same person renounces such comfort and security and looks for another way of working, even if it does not have the same advantages or privileges, but it brings him happiness. This is your professional value. Social value, where the individual makes pleasant and contagious to others in a positive way. All this because it gives him pleasure to infect people, making the environment pleasant and desirable. For this individual who infects people, it becomes his greatest gain and satisfaction to infect others, since it is one of his values, in this case, we can call it social value. The richness of the UNIT methodology is one of the differentiating values in the training process that, in addition to recognition, combines conjecture and practice in individual and group work, reflection, and guided practical sessions that focus on specific topics and tools to achieve a real change of improvement in the application of the proposed methodology. It also includes specific exercises, through powerful questions with innovative exercises and tools. The UNIT method allows for greater cost-effectiveness as it is a unique methodology. This is why, the greatest difficulty faced by the human being to produce income is the lack of direction (North).

Therefore, by understanding and practicing the tools of the UNIT methodology for better guidance, the individual will have better productivity. The proposal presents that it is necessary to train intelligence so that the person can be directed. A trained mind will have the perception of what it wants, how it wants it, and what it will do to achieve it. I call it "North". A motivated person will realize the source of human power, which is the support

of other people, and only then will the individual overcome the demands and be very productive. Therefore, the researcher created the methodology called UNIT in a didactic way. It is concluded that practicing the UNIT method will make the individual a transformed person, satisfied to know where to go, how to go, why to go and thus achieve his expected goal and leave his legacy.

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