

LEVERAGING
HUMAN
RELATIONS

THE BRAND OUR ROOTS

The tree is one of the core symbols of traditional African cultures. The old African *Imbondeiros* (also known as Baobab tree in some countries) with their huge trunks give the impression of being witnesses of time immemorial. In their cosmogony, the tree appears as the principle connecting the supernatural and the material world.

The roots of the *Imbondeiro* represent the ancestors of the community, who, like the roots of the tree, also stood firmly rooted in the ground and in their origins, continued to take part in the life of the group helping them in important decisions, until one day they would reincarnate to return to their clan. The trunks were growing children, rising up to the apex of their lives. The branches and leaves meant maturity, and when leaves fell they returned to the ground to feed the roots, carrying on the life cycle.

We bring the *Imbondeiro* to OKU HUMAN® so we can make decisions as a community that will positively impact on how organisations think and act. **We are the perfect link for sharing knowledge and for successfully achieving targets.**



OUR PASSION

DEVELOP PARTNERSHIPS WITH THE PROMISE OF HUMAN CONNECTIONS



We put our effort into human solutions, with a passion for developing African talents.

At OKU HUMAN®, we base our actions on the concept of shared economy that builds on the establishment of relationships to ensure the sustainability of businesses and the community around us.

We seek to set up relationships of trust with our stakeholders and are genuinely interested in their current and future challenges.

In the VUCA world (Volatile, Uncertain, Complex and Ambiguous), we are your partner of choice for transforming your company and responding to constant change and innovation.



LEVERAGING HUMAN RELATIONS

Together with our partners, we privilege the establishment of significant connections with employees, clients and consumers.

OKU HUMAN® co-creates bonds of loyalty and trust capable of developing experiences with a spontaneous and differentiating human touch.



PRIORITY AREA 1 | IMPACT TRAINING

IMPACT TRAINING



We design and implement training experiences that aim to empower participants to take control of all aspects of their personal and professional lives.

Our purpose is to create a safe environment where each participant can learn about who they really are and be prepared to rise to a higher level.

The concept of impact training that we have designed at OKU HUMAN® enables participants to learn how to create and maintain feelings of optimism, peace of mind, clarity, personal power, and happiness.

Através de metodologias como o *storytelling*, o *coaching*, o *mentoring* e o *design thinking*, prepare-se para se mexer, interagir, sair da sua zona de conforto e crescer.

TRAINING ACTIVITY	HORAS	ACÇÃO FORMATIVA	HORAS	ACÇÃO FORMATIVA	HORAS
Welcome to Management	24 horas	Business Planning	16 horas	Emotional Management	8 horas
Building Business Models	16 horas	Social Responsibility	16 horas	360° Leadership	8 horas
Customer Experience	16 horas	Presentation Techniques	16 horas	Personal Marketing	8 horas
Design Thinking	16 horas	Strategic Vision	16 horas	Results Oriented	8 horas
Training of Trainers	16 horas	Persuasive Argumentation	8 horas	Creative Thinking	8 horas
Change Management	16 horas	Coaching – Methods and Techniques	8 horas	Effective Meetings	8 horas
Project Management	16 horas	How to Network	8 horas	Bargaining Skills	8 horas
Introduction to NLP	16 horas	360° Communication	8 horas	Decision-Making	8 horas
The Pyramid Principle (by Minto)	16 horas	Stress Management	8 horas	Multi-angle Teamwork	8 horas

* OKU HUMAN® develops tailor-made training programmes at the request of our partners.

PRIORITY AREA 2 | TEAM BONDING GAMES

TEAM BONDING GAMES



When we take part in activities that stimulate our bodies and minds, our body releases endorphins that contribute to a feeling of happiness and motivation, especially when we deliver or complete a task successfully.

At OKU HUMAN®, through gamification, innovative design and technology we develop and implement team bonding that will take the players on a rollercoaster of personal and social discoveries.

We use controlled environments to mimic real corporate situations and challenges to allow participants to develop their communication, problem-solving, coordination, cooperation, empathy, and leadership skills.



1. Fast & Furious

In a Formula One scenario, build your own cardboard race car and challenge your fellow workers. An intense and balanced half-day that starts with the construction and decoration of an F1 race car and ends with an exciting race. Everyone has a key role to play. You should be original and thorough.



2. The Explosion

Test your puzzle-solving and communication skills in a collaborative experience. You and your fellow workers will have to organise yourselves to disarm a bomb while you communicate quickly and efficiently and prevent an atmospheric explosion! You all have a role to play in this frantic gameplay!



3. Kitandeiro at the market

How about testing your negotiation skills? In this 1-day game, players will be divided into 2 teams and will have to set up their stall at the market and use their best sales skills to win. Who will sell more?



4. Discovering Luanda

Have you ever thought of Luanda as your amusement park? Players will be divided into teams of 6 and will be given a map of the city. They will have to stop at several landmarks looking for clues (through quizzes and challenges) to get to the finish line.



5. CLUEDO

How about solving an exciting and surreal investigation? You will have to team up and explore a territory to solve this conundrum, look for clues and suspects, and build a collaborative team. You will have to count on each other to strike a balance between space and time, be a little crazy, but not "deranged" to perform the task. Can you do it?



6. The Moambeiro Masterchef

Can you cook a delicious ginguba moamba? Now imagine cooking this delicacy in a Masterchef type of setting? Players will be divided into teams of 4 and will have to cook the best Moamba they can in 60 minutes. Who will be the best cooks? Don't forget that communication is important in a kitchen.



7. Lipsync for you life!!

Lip dub or *LipDub* is a type of video that combines lip synchronisation and audio dubbing to produce a music video. Players will be divided into 2 teams and, just like in a project, they will have to organise themselves to create a LipDub. The aim is to do it in just 1 take. They will have to work on their creativity, planning, and team work. At the end of the day, they will watch their videoclip. The winner will be chosen on the OKU HUMAN® social networks.



8. O Lago dos Tubarões

Shark Tank is one of the most acclaimed business oriented television programmes. It was nominated for the “Producers Guild Award“, for the “Emmy” and the “Critics’ Choice Television Award”, and won the Emmy for “Outstanding Structured Reality Program” in 2014. We will challenge players to create an innovative business model. At the end of the day, they will have to present it to a panel of investors. Who knows if you won’t find the “biznu” of your life?



9. Escape Room

You will be locked in a room with a team of 4 to 6 people and you will have to get out within a limited time by solving several puzzles. Each of those puzzles will focus on different mechanisms of reflection and physical functioning: sometimes it’s a game, sometimes you’ll have to think, or there’ll be deductions, and other times you’ll have to use your senses. The activity forces the group to listen to and trust each other.



10. The Happiness at Work Day

Companies have become increasingly aware of the importance of well-being at the workplace. Employers and managers are now more mindful that people are more productive and less prone to burnout if they are healthy and their work environment is motivating.

OKU HUMAN® proposes a day dedicated to physical and emotional well-being. We will start the day with an organic and healthy brunch. Sounds tasty, right? This will be followed by some relaxing time and a session where we will share the concept of mindfulness. We will end the day with a yoga session.

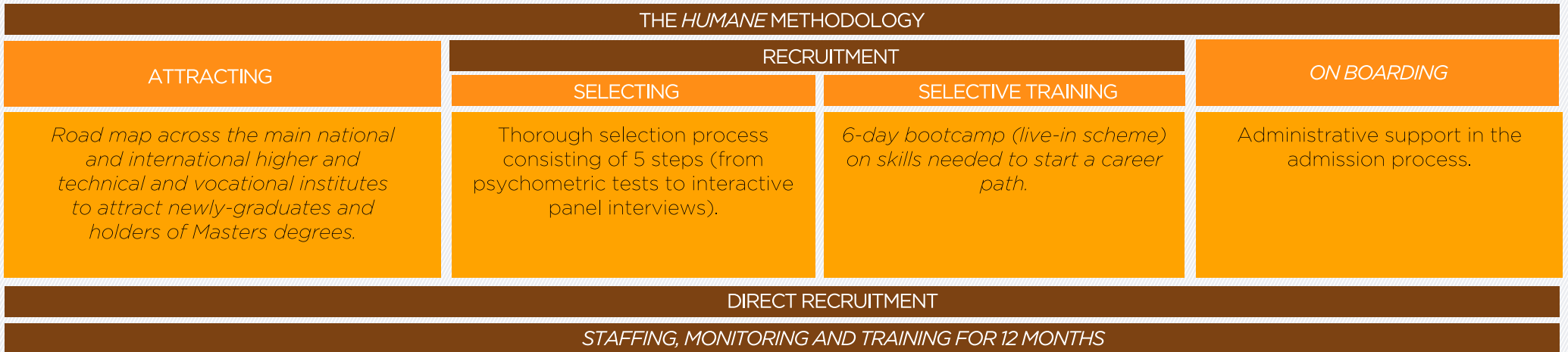
PRIORITY AREA 3 | HUMANE BOOTCAMP



Our passion is to breed talent. The African continent is currently experiencing a new context based on the sustainability of its natural, financial and, above all, **human** resources.

The BOOTCAMP HUMANE® programme bridges the gap between corporate players and young professionals and is oriented to the identification of potential and to talent development.

The programme will be continuously advertised at universities, institutes, and technical/vocational schools of good repute to attract, select and train a new generation of professionals.





We at OKU HUMAN® are aware that a good customer experience starts with a great employee experience: **happy employees are more likely to generate satisfied customers.**

In the current market, everything starts with the "pulse" of a brand. With this in mind, we aim to develop brands with emotion, harmonised by unforgettable experiences to be lived by employees and clients.

EX | EMPLOYEE EXPERIENCE

We help our customers obtain the Best Places to Work Organization certification. We provide integrated advice on the following 8 aspects: Leadership, Remuneration and Benefits, Teamwork, HR Practices, Social Responsibility Practices, Workplace Environment, Personal Growth, Employee Commitment.

CX | CUSTOMER EXPERIENCE

Using a guerrilla, digital, and experience marketing strategy, we design various loyalty programmes that focus on bonuses and gifts, discounts, accumulated points, cashback, differentiated customer service, simplicity in the purchase process and customised purchasing.

EC | EVENTOS CORPORATIVOS

Whether the purpose is to connect with your stakeholders, activate a brand or motivate your employees, OKU HUMAN® transforms your investment into concrete results by designing, planning and organising your corporate event: conferences, press conferences, cocktails, congresses, and corporate parties.

HOW DO WE DO IT?

RESEARCH & INSIGHTS

We map out the life cycle of the customer and employee, and identify and prioritise opportunities for improvement.

DESIGNING EXPERIENCES

We create the vision and develop plans to provide memorable experiences that support brand loyalty.

STRATEGY

We work with customers and employees to define the ideal experience for each interaction.

ACTIVATION & TRAINING

We involve and empower your employees to adopt strategies that deliver results.



If you are looking to conduct business in a more responsible way or better integrated with the communities in which you operate, OKU HUMAN® can advise you: **to be sustainable, Corporate Social Responsibility (CSR) must be culturally embedded.**

CSR means the efforts of corporate players to be accountable for their impact on the environment and society.

Reasons for choosing our CSR culture:

1. Define and consider a purpose other than profit;
2. Connect with communities and causes;
3. Make a difference while you continue to grow and thrive.

OUR RESPONSIBILITY TO:

THE ENVIRONMENT

Improve the environmental footprint by limiting waste generation, gas emissions and energy use.

THE COMMUNITY

Strengthen our communities by donating a percentage of the earnings to environmental institutions and charities.

THE WORKPLACE

We design workplaces that encourage and sustain the health, safety and well-being of employees.

THE MARKET

We create models and policies to help our partners achieve their sustainability goals.



Potencializando Ligações Humanas

Contact us:

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