Why do we exist?

Our purpose is to generate social impact through the development of more diverse and inclusive organizations and people.
What motivates us?

We believe in education, in the development of people and in the work with organizational culture as a way to transform.
How do we create value?

Studies and case studies show that Diversity and Inclusion are competitive advantages. Our work helps organizations have more business, more innovation, better financial results, greater attraction and retention of talent, more engagement and improved climate.
We carry out different diversity and inclusion projects, such as diagnoses, censuses, programs, action plans, policies, KPIs, creation and governance of committees and affinity groups, events, workshops, training courses, lectures, and people development tracks and programs. We work globally and, also, with each one of the affinity groups, on the following four pillars:
Consulting

- Assessments and diagnoses
- Censuses and focus groups
- Strategy and action plans
- Diversity and Inclusion Programs
- Implementation of diversity and inclusion policies and practices
- Support for the creation and governance of diversity committees and affinity groups
- Crisis management
- Media training focused on diversity and inclusion
Corporate Education

- Lectures and workshops on awareness development and equalization of knowledge
- Unconscious / implied biases and prejudices
- Training on D&I for diversity committees and technical staff
- Training programs on inclusive and transforming leadership
- Workshops on behaviors that are no longer accepted
- Other contents, including customized contents
Leadership Inclusion and development

- Development tracks and programs for people from minority groups and/or more socially vulnerable groups
- Programs for gender equality at organizations (with an intersectional view)
- Programs for the development of female leaders: tracks, mentorship, executive coaching and sponsorship
- Development programs for black talent
Employability

- Awareness development
- Accessibility analysis
- Mapping and design of vacancies and job descriptions
- Recruitment and Selection with diversity (including trainee and internship programs)
- Monitoring of inclusion process and supported employment
- Development of different talents
- Innovative program for the inclusion of the mothers of disabled people
We use our own methodology, which is in line with the best practices and tools of organizational culture, people development, diversity and culture. We base ourselves on organizational reality, culture and values to implement a sustainable inclusion culture, encompassing a number of stages:

How do we do it?
Promote the engagement of leaders and train the sponsors

Define the strategy + invest in education

Design and Implement an action plan

Recruitment and Selection and ATTRACT and RETAIN different teams (equal opportunities for different People)

Prepare women and minorities to assume positions of leadership

Work in favor of benefits for men and women

Eliminate abusive practices, including sexual and moral harassment and engage the supply chain

Measure and report Develop and monitor KPIs, including mapping financial results.

Culture of inclusion
Over the past two years, we served more than 60 clients and raised the awareness of and trained more than 12,000 people.
We value diversity and inclusion in our own team. We have experienced team and partners that are experts in each field in which we operate.
Letícia Rodrigues

Partner / Founder

Ms. Rodrigues has broad corporate experience and experience in D&I project management, in addition to employability programs and programs for the development of female leaders and mentoring and sponsorship programs. She has a master’s degree from FGV-EAESP, INSEAD Gender Diversity Program and other training courses in D&I.

Pedro Sampaio

Analyst

Mr. Sampaio is a technician on Corporate Management with an emphasis on Human Resources, Marketing and Accounting and he is currently a graduate student in Accounting. As a trans man, he helps on issues related to the LGBTQI+ topic.

Carolinne Oliveira

Marketing and Sales Coordinator

She has a Bachelor’s Degree in History from the University of São Paulo (USP) and since 2014 has been working on developing and monitoring marketing and sales plans, through the implementation and development of customer relationship management. Has experience with / cx and cs. As a lesbian woman, she also participates in projects and programs on this topic.

Marina Borges

Administrative and Financial Manager

She is a graduate in Production Engineering from Universidade Federal de São Carlos - UFSCar and has an Executive MBA in Finance from Insper. Ms. Borges has 14 years’ experience in Finance and Controllership in Brazilian and multinational companies, handling many projects, processes and departments. She is part of Tree’s team, leading the administrative and financial and continuous process improvement departments.

Laura Anães

Intern

She is currently an undergraduate student in Science and Technology from UFABC, where she participates in research groups and takes research mentorship. Ms. Anães has work experience in the education field, including with disabled youngsters. Additionally, she participates in discussion and collective groups related to intersectional feminism.

Davi Anmani

Intern

Student in International Relations with interdisciplinary training in law, economics and administration at FAAP. He has experience in digital marketing, customer experience and graphic design.
She has over 20 years of experience in Human Resources as a specialist and manager of teams in corporate education, learning processes and leadership development. In addition to having a published book, she is certified in Coaching by Instituto Ecosocial.

**Verônica Vassalo**
Diversity and Inclusion Consultant

Social worker, teacher, researcher and Diversity and Inclusion Consultant. Specialist in Organizational Psychology and Education for Ethnic-Racial Relations, Master in Social Work from the Postgraduate Program in Social Work - PUC. Postgraduate student in Human Rights at UFABC - Federal University of ABC.

**Aline Craveiro**
Senior Consultant

Graduate in accounting and Finance from UCAB (Venezuela) with Specialization in Applied Neuroscience from Faculdade de Ciências Médicas of Santa Casa. Ms. Olivares has broad experience in consulting programs for the development of leaders and teams, she is coach and mentor of executives, and she is a professor at colleges and organizations.

**Aline Craveiro**
Senior Consultant

She has over 20 years of experience in Human Resources as a specialist and manager of teams in corporate education, learning processes and leadership development. In addition to having a published book, she is certified in Coaching by Instituto Ecosocial.

**Iana Santos**
Intern

Student in International Relations at IRI-USP. Direction of the Teaching Nucleus of the International Analysis Laboratory ‘Bertha Lutz’ and integration of the Coletivo Lélia González de Negras e Negros de RI.

**Aline Craveiro**
Senior Consultant

Graduate in accounting and Finance from UCAB (Venezuela) with Specialization in Applied Neuroscience from Faculdade de Ciências Médicas of Santa Casa. Ms. Olivares has broad experience in consulting programs for the development of leaders and teams, she is coach and mentor of executives, and she is a professor at colleges and organizations.

**Alexandra Olivares**
Senior Consultant

Senior Consultant

Graduate in accounting and Finance from UCAB (Venezuela) with Specialization in Applied Neuroscience from Faculdade de Ciências Médicas of Santa Casa. Ms. Olivares has broad experience in consulting programs for the development of leaders and teams, she is coach and mentor of executives, and she is a professor at colleges and organizations.

**Verônica Vassalo**
Diversity and Inclusion Consultant

Social worker, teacher, researcher and Diversity and Inclusion Consultant. Specialist in Organizational Psychology and Education for Ethnic-Racial Relations, Master in Social Work from the Postgraduate Program in Social Work - PUC. Postgraduate student in Human Rights at UFABC - Federal University of ABC.

**Aline Craveiro**
Senior Consultant

She has over 20 years of experience in Human Resources as a specialist and manager of teams in corporate education, learning processes and leadership development. In addition to having a published book, she is certified in Coaching by Instituto Ecosocial.

**Iana Santos**
Intern

Student in International Relations at IRI-USP. Direction of the Teaching Nucleus of the International Analysis Laboratory ‘Bertha Lutz’ and integration of the Coletivo Lélia González de Negras e Negros de RI.

**Alexandra Olivares**
Senior Consultant

Senior Consultant

Graduate in accounting and Finance from UCAB (Venezuela) with Specialization in Applied Neuroscience from Faculdade de Ciências Médicas of Santa Casa. Ms. Olivares has broad experience in consulting programs for the development of leaders and teams, she is coach and mentor of executives, and she is a professor at colleges and organizations.

**Verônica Vassalo**
Diversity and Inclusion Consultant

Social worker, teacher, researcher and Diversity and Inclusion Consultant. Specialist in Organizational Psychology and Education for Ethnic-Racial Relations, Master in Social Work from the Postgraduate Program in Social Work - PUC. Postgraduate student in Human Rights at UFABC - Federal University of ABC.

**Aline Craveiro**
Senior Consultant

She has over 20 years of experience in Human Resources as a specialist and manager of teams in corporate education, learning processes and leadership development. In addition to having a published book, she is certified in Coaching by Instituto Ecosocial.

**Iana Santos**
Intern

Student in International Relations at IRI-USP. Direction of the Teaching Nucleus of the International Analysis Laboratory ‘Bertha Lutz’ and integration of the Coletivo Lélia González de Negras e Negros de RI.

**Alexandra Olivares**
Senior Consultant

Senior Consultant

Graduate in accounting and Finance from UCAB (Venezuela) with Specialization in Applied Neuroscience from Faculdade de Ciências Médicas of Santa Casa. Ms. Olivares has broad experience in consulting programs for the development of leaders and teams, she is coach and mentor of executives, and she is a professor at colleges and organizations.

**Verônica Vassalo**
Diversity and Inclusion Consultant

Social worker, teacher, researcher and Diversity and Inclusion Consultant. Specialist in Organizational Psychology and Education for Ethnic-Racial Relations, Master in Social Work from the Postgraduate Program in Social Work - PUC. Postgraduate student in Human Rights at UFABC - Federal University of ABC.

**Aline Craveiro**
Senior Consultant

She has over 20 years of experience in Human Resources as a specialist and manager of teams in corporate education, learning processes and leadership development. In addition to having a published book, she is certified in Coaching by Instituto Ecosocial.

**Iana Santos**
Intern

Student in International Relations at IRI-USP. Direction of the Teaching Nucleus of the International Analysis Laboratory ‘Bertha Lutz’ and integration of the Coletivo Lélia González de Negras e Negros de RI.

**Alexandra Olivares**
Senior Consultant

Senior Consultant

Graduate in accounting and Finance from UCAB (Venezuela) with Specialization in Applied Neuroscience from Faculdade de Ciências Médicas of Santa Casa. Ms. Olivares has broad experience in consulting programs for the development of leaders and teams, she is coach and mentor of executives, and she is a professor at colleges and organizations.

**Verônica Vassalo**
Diversity and Inclusion Consultant

Social worker, teacher, researcher and Diversity and Inclusion Consultant. Specialist in Organizational Psychology and Education for Ethnic-Racial Relations, Master in Social Work from the Postgraduate Program in Social Work - PUC. Postgraduate student in Human Rights at UFABC - Federal University of ABC.

**Aline Craveiro**
Senior Consultant

She has over 20 years of experience in Human Resources as a specialist and manager of teams in corporate education, learning processes and leadership development. In addition to having a published book, she is certified in Coaching by Instituto Ecosocial.

**Iana Santos**
Intern

Student in International Relations at IRI-USP. Direction of the Teaching Nucleus of the International Analysis Laboratory ‘Bertha Lutz’ and integration of the Coletivo Lélia González de Negras e Negros de RI.

**Alexandra Olivares**
Senior Consultant

Senior Consultant

Graduate in accounting and Finance from UCAB (Venezuela) with Specialization in Applied Neuroscience from Faculdade de Ciências Médicas of Santa Casa. Ms. Olivares has broad experience in consulting programs for the development of leaders and teams, she is coach and mentor of executives, and she is a professor at colleges and organizations.

**Verônica Vassalo**
Diversity and Inclusion Consultant

Social worker, teacher, researcher and Diversity and Inclusion Consultant. Specialist in Organizational Psychology and Education for Ethnic-Racial Relations, Master in Social Work from the Postgraduate Program in Social Work - PUC. Postgraduate student in Human Rights at UFABC - Federal University of ABC.

**Aline Craveiro**
Senior Consultant

She has over 20 years of experience in Human Resources as a specialist and manager of teams in corporate education, learning processes and leadership development. In addition to having a published book, she is certified in Coaching by Instituto Ecosocial.

**Iana Santos**
Intern

Student in International Relations at IRI-USP. Direction of the Teaching Nucleus of the International Analysis Laboratory ‘Bertha Lutz’ and integration of the Coletivo Lélia González de Negras e Negros de RI.

**Alexandra Olivares**
Senior Consultant

Senior Consultant

Graduate in accounting and Finance from UCAB (Venezuela) with Specialization in Applied Neuroscience from Faculdade de Ciências Médicas of Santa Casa. Ms. Olivares has broad experience in consulting programs for the development of leaders and teams, she is coach and mentor of executives, and she is a professor at colleges and organizations.

**Verônica Vassalo**
Diversity and Inclusion Consultant

Social worker, teacher, researcher and Diversity and Inclusion Consultant. Specialist in Organizational Psychology and Education for Ethnic-Racial Relations, Master in Social Work from the Postgraduate Program in Social Work - PUC. Postgraduate student in Human Rights at UFABC - Federal University of ABC.

**Aline Craveiro**
Senior Consultant

She has over 20 years of experience in Human Resources as a specialist and manager of teams in corporate education, learning processes and leadership development. In addition to having a published book, she is certified in Coaching by Instituto Ecosocial.
Diverse and experienced team

4/5 of the team is made up of women;

44% of people are black;

44% are people from the community LGBTI+ (4-letter representatives, including Trans);

Company of female social capital, certified by WEConnect;

First company to win gold category on the WEPs Award
Some of our clients