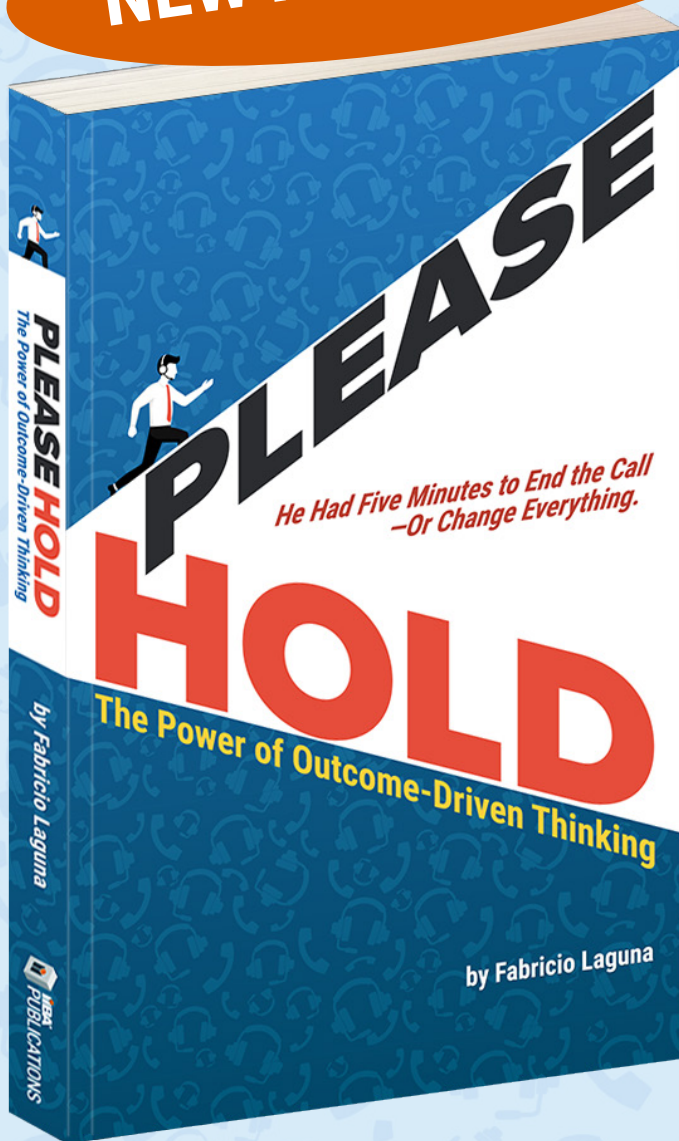


NEW PUBLICATION



PLEASE HOLD

The Power of Outcome-Driven Thinking

By Fabricio Laguna

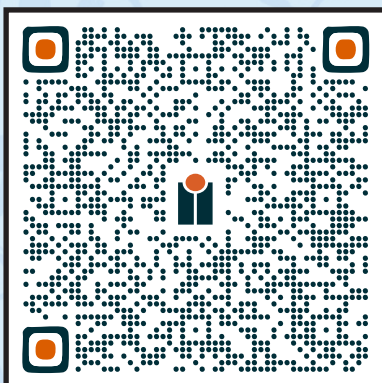
Please Hold: The Power of Outcome-Driven Thinking takes you into the heart of corporate innovation, through the eyes of a professional determined to spark cultural transformation.

Blending narrative and insight, this book offers a practical roadmap for anyone seeking to drive change, foster innovation, and create sustainable success—in the boardroom or beyond.

Whether you're an executive trying to revitalize your organization, a team leader guiding others through uncertainty, or an early-career professional eager to make your mark, *Please Hold* explores the tools and mindset necessary to navigate the complexities of modern work.

"Please Hold is a refreshingly relatable business novel that goes beyond tools and techniques—diving deep into the mindset, culture, and human shifts needed for real change."

– Filip Hendrickx, Author of *Brainy Glue: Making Change Stick*

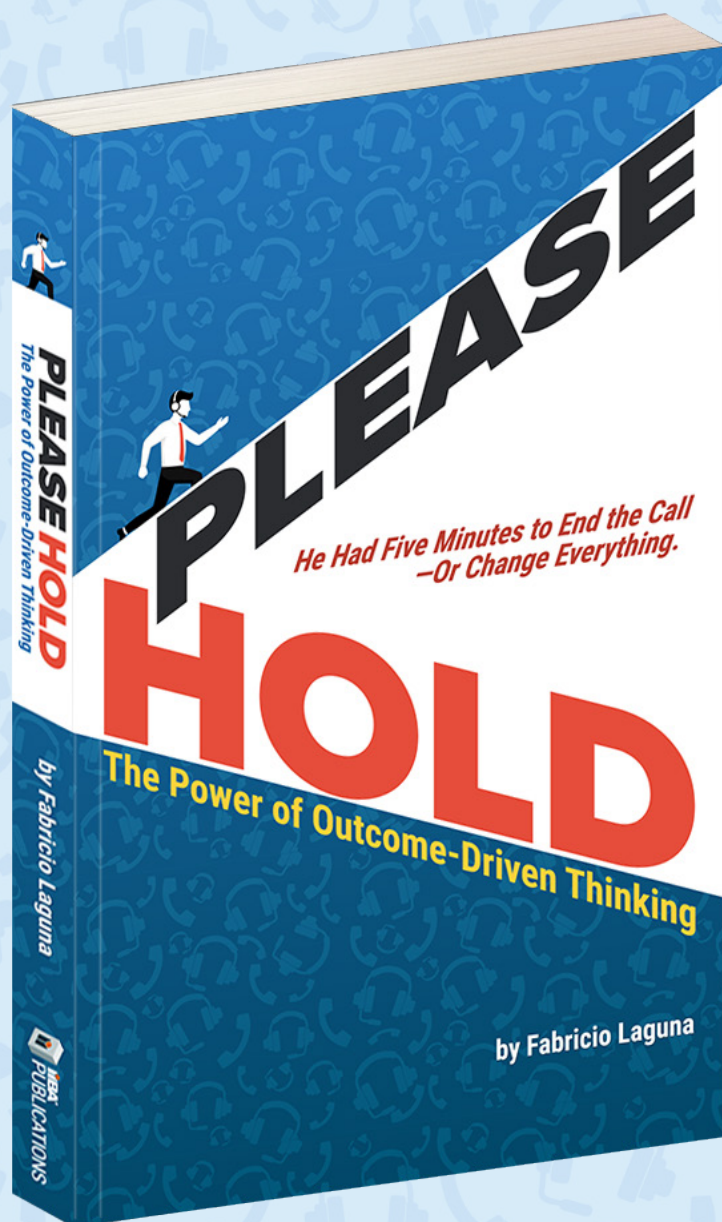


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About the Author



Fabrício Laguna

Fabrício Laguna, AKA the Brazilian BA, is a business consultant, teacher, professional speaker, Senior Advisor to the president and CEO of IIBA, and former IIBA Brazil Chapter president. He is the author and producer of videos, articles, classes, lectures, and playful content. Fabrício can explain complex things in a simple and easy-to-understand way. He has over 25 years of experience working in business analysis, methodology, solution development, systems analysis, project management, business architecture, and systems architecture.