

LEADERSHIP · CULTURE · CHANGE

Culture as measurable discipline.

HR executive, author and advisor to leaders

Author of **The New Code of Change** (foreword by Sofia Esteves). I help leaders turn culture into method, rhythm and evidence — treating culture as a living, integrated and measurable system, not a subjective concept.

20+

years of practice in
culture and leadership

4,991

interns surveyed in
proprietary research

11+

countries of activity

39k

newsletter subscribers

WHO HE IS

About Kiko Campos



Kiko Campos is an **HR executive, researcher and advisor to leaders**, with over 20 years of practice in culture, leadership and organizational transformation across large operations. He blends a global HR perspective with the discipline of method.

He is the author of **The New Code of Change** (foreword by Sofia Esteves), which systematizes his central thesis: cultural transformation is a discipline — method, rhythm and decision — not an event. Culture treated as a living, integrated and measurable system.

He brings to the stage and to the boardroom the same foundation behind his projects: **proprietary research**, cases from large operations, and a repertoire that speaks to both the audience and the board.

"The problem isn't who you hire. It's the system the company builds around its people."

THE METHOD

The New Code of Change

15 Codes organized into three forces. Every engagement runs on the same methodological backbone.

Awareness**See the system**

Diagnose without illusions, discover what to preserve, create metrics and rituals, reveal the leader's shadow.

Courage**Mobilize people**

Connect to lead, grant ownership, use diversity as legitimacy and tell culture through stories.

Consistency**Sustain over time**

Measure to keep it alive, accelerate with discipline, learn every day and build governance that sustains.

Observable behavior + Minimal ritual + Evidence of change

AUTHORITY THAT HOLDS THE CONVERSATION

Numbers & proof

20+

years of practice in leadership
and culture

4,991

interns surveyed across Brazil

11+

countries where he has worked
and spoken

BRANDS & ORGANIZATIONS

Trusted by large operations

Vale

Grupo Carrefour

Santander

Citibank

Heineken

Mercedes-Benz

Volkswagen

MetLife

Walmart Brasil

Grupo Big

Renner

Seara

CBO

Martin Brower

Waggl

Stanford

IN PRACTICE

Cases

Walmart Brazil · Grupo BIG

Cultural transformation in a large-scale operation,
with leadership rituals and culture metrics
sustained over time.

Integration with Carrefour

Cultural continuity through a complex integration
process — preserving sources of strength and
accelerating with discipline.

KEYNOTES & TALKS

A talk that becomes a decision by Monday

Provocations on culture, leadership and the future of work — anchored in proprietary research and 20 years of practice, not catchphrases. From the convention keynote to the executive committee.

SIGNATURE TOPICS

01 The New Code of Change

Why cultural transformation is a discipline — method, rhythm and decision — not an event. The manifesto talk from the book.

02 The gap between talk and practice

What separates the values a company declares from what it actually lives — and how to measure and close that gap.

03 Leading high-performance teams

Psychological safety, minimal rituals and evidence of change: what leaders do differently in practice.

04 The yellow plateau of young talent

What research with thousands of young people reveals about engaging and retaining the new generation.

05 Mind at work

Mental health as a leadership agenda (not just HR), amid new legal obligations. The 4 E's method on stage.

CUSTOM A topic for your context

Convention, kickoff, post-M&A integration or leadership off-site: the talk is designed around your challenge.

FORMATS

STAGE

Keynote

Opening or closing talk that sets the tone of the event and mobilizes the audience.

APPLIED

Masterclass

Longer, hands-on session with applicable frameworks for leadership teams.

CONVERSATION

Fireside / Panel

Moderated conversation or panel, with Q&A and depth for committees.

In person or online

45–90 min (keynote)

Portuguese · English

Content tailored to the audience

Fee on request

WHERE IT WORKS

Conventions & kickoffs

HR & People summits

Leadership off-sites

Executive committees & boards

Post-merger integration

Internal culture weeks

PROGRAMS & PROJECTS

Transformation as a discipline — with scope, rhythm and evidence

Immersion that changes culture and genuinely develops leadership — plus governance that sustains the change after I leave. Available individually or as an integrated journey.

CULTURE

Cultural Transformation

- › Culture and climate diagnosis
- › Culture rituals and metrics
- › Narrative and stories that sustain
- › Long-term governance

MOST REQUESTED

Leadership & Teams

- › Leadership development track
- › Psychological safety in practice
- › Team rituals and cadence
- › Follow-up and evidence

DIAGNOSIS

Culture Diagnosis

- › Talk x practice measurement
- › Map of strengths to preserve
- › Priorities and quick wins
- › Plan with goals and owners

 Diagnosis

 Metrics & dashboard

 Minimal rituals

 Governance

ADVISORY

A trusted advisor for what doesn't fit into a project

Continuous, confidential support for those who lead change — from the board to the leader in transition. Light cadence, direct access, confidential.

STRATEGIC LEVEL

Board & C-Level

Advisor to CEO, CHRO and the board for the culture, leadership and change decisions that define the organization.

- › Recurring strategic sessions
- › Culture reads at major inflection points
- › Succession, M&A and restructuring
- › Sparring in difficult conversations

LEADERSHIP LEVEL

Leaders & Teams

Mentoring and fractional presence for leaders and key teams that need to step up.

- › Mentoring for leaders in transition
- › High-performance rituals and metrics
- › Fractional presence at turning points
- › Developing successors

CONTENT & RESEARCH

The Kiko Campos ecosystem

Research, conversations and method — each door leads to a different way of working together.

Mind at Work

mente.kikocampos.com

Weekly series on mental health in leadership + a newsletter with 39k subscribers and the 4 E's Workbook.

Young Talent Research

jovens.kikocampos.com

Independent study with thousands of respondents on the internship experience in Brazil — with a leader's guide and HR templates.

The New Code of Change

The book & the method

The 15 Codes across Awareness, Courage and Consistency. The methodological backbone behind everything.

LET'S TALK

Bring Kiko to your stage, program or board

Tell me the essentials — date, type of event, or your culture and leadership challenge — and I'll reply personally within 48 hours.

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LINKEDIN

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FORMATS

Keynotes · Programs · Advisory

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