

Connection

150.984

people inserted in the labor market

EDITORIAL

In 2025, the Rede Cidadã's Socio-Emotional Methodology celebrates its 10th anniversary! That's a decade of caring for people in diverse situations of vulnerability in a holistic way, investing in their technical training and socio-emotional development.

In 2015, we heard from partner companies that the turnover rate among the young people they hired was significant, so we created a training method that restores participants' self-esteem (individual level), strengthens their sense of belonging, and enhances empathy (collective level), generating greater social awareness among them.

Also called the Reflective-Experiential Method, this is a teaching-learning process that combines reflection and experience to broaden awareness of how to think, feel, and act. It encourages each person to look at their internal states, process their experiences, and, in a group, transform experiences into new behaviors. From this practice emerge six central learnings: the integration of life and work as a single value; self-knowledge, which strengthens emotional management; the recognition of values and talents, which guides choices and paths; protagonism, by assuming one's own capacity to transform situations; empathy, as an essential attitude in relationships; and care for life, awakening awareness of sustainability.

Through speaking, listening, and movement, the method creates a space of trust and empowerment. In this space, each person can recognize their identity, reframe experiences, and develop new ways of relating to themselves, to others, and to the totality of life—strengthening bonds, expanding the meaning of work, and generating a positive impact on the collective.

According to a study conducted by Rede Cidadã, 12 months after participating in the method:

- Among young people lacking socio-emotional training, 24% remained in their jobs.
- Among those who participated in the socio-emotional training, 74% remained in their jobs.

It has been proven that caring for the human being in their entirety promotes development not only individually, but also organizationally and as a whole society. Life and work are indeed one and the same value, and these 10 years of applying the Socio-Emotional Methodology at Rede Cidadã are proof of that. Let's all celebrate!



Tatiana Carvalho is the Director of Socio-Emotional Development at Rede Cidadã and has been with the organization since 2003.

TESTIMONIALS

FROM PANIC ATTACKS TO WORKING IN CALL CENTERS.

“ When Railane* arrived at Rede Cidadã, she brought with her a great challenge: fear. The simple act of speaking in a group or exposing herself was enough to trigger panic attacks.

Gradually, she discovered that this space was different. Through the training and experiences offered by Rede Cidadã, she began to take her first steps in communication, overcoming her fear of expressing herself and learning to relate better to people.

Today, Railane works in customer service in telemarketing, a job that demands precisely what she feared most: talking to people every day. Her evolution is visible not only in the way she communicates, but also in the way she sees the world: with more empathy, sympathy, and less judgment.

For Railane, Rede Cidadã is a safe haven, a place where she found acceptance, responsibility, professionalism and, above all, self-confidence.

Railane participated in the Apprenticeship Program at Rede Cidadã, in Fortaleza (CE).

*Fictitious name



THE IMPACT OF THE SOCIO-EMOTIONAL METHODOLOGY IN A LARGE COMPANY.

“ In 2017, I had the opportunity to represent the Pão de Açúcar Group in the inclusion of homeless people into our company, and for that I needed to learn about the work that was being done by Rede Cidadã in São Paulo (SP). That caught my attention and I said: "Fernando*", we need to take this to the corporate world."

We decided to work with a pilot store that had high turnover and absenteeism rates and wasn't achieving results. So we conducted an initial experiment with this group, providing them with a two-day socio-emotional experience, and to our surprise the people began to empower themselves in their roles, understanding what was theirs and what belonged to the organization.

They were able to foster dialogue with leadership, and we reduced turnover, decreased absenteeism and managed to increase not only productivity but also the overall results of that store.

This enabled us to bring that method to all the operational leaders of the Ri Happy Group. And we observed an improvement in communication, in empathy and in the genuine conversations that were happening not only with their subordinates, but also among themselves as a team.

And clearly we saw the result of this in the business on key dates, which were Children's Day and Christmas, and in the way the leadership welcomed the temporary workers and conducted the process.

So I'm grateful to have been able to provide this, and today I use part of the method in all the processes I conduct, whether it's leadership training, coaching, or career mentoring. Therefore, I hope everyone has the opportunity to experience this method, to understand their role in building relationships and, consequently, their impact and contribution to business.



Nara Brasil was the Organizational Development Manager at Ri Happy Group and today is a coach, career mentor, and founding partner of Insight People.

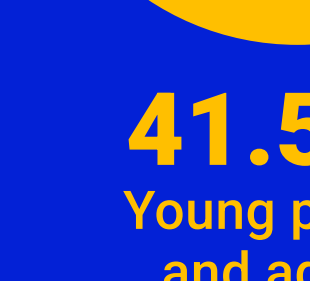
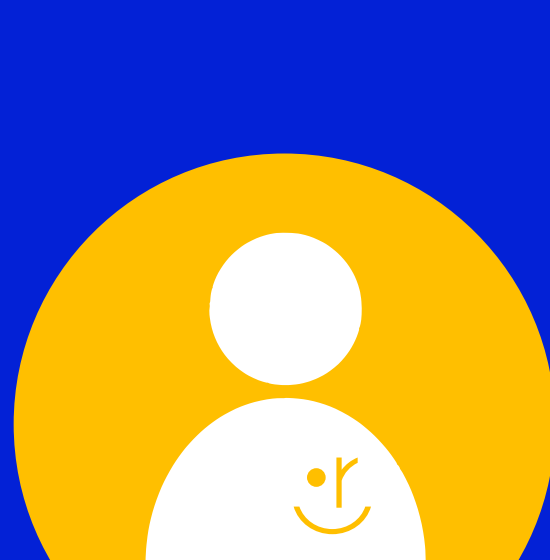
*Fernando Alves, founder and Executive Director of Rede Cidadã.

RESULTS ACHIEVED

From January 2004 to October 2025

Total hires:

150.984



In a world where information circulates frenetically and we are pressured for results, it is not surprising that anxiety leads to illness, impacting people's professional lives and company performance.

If you believe that life and work are one and the same value, and that technical training combined with socio-emotional development can transform the lives of people who need support to enter the workforce, support the social projects of Rede Cidadã by becoming a sponsor.

Sign up by [CLICKING HERE](#) to make a monthly donation, or contact us by email at relacionamento@redecidada.org.br to learn how you or your company can support our projects through a partnership.

Together we can transform lives in a lasting way!