



FLAVIO CANTO

LECTURES

“Success is the
sum of how many
times I rise, plus
how many people I
lift along the way.”



FLAVIO CANTO

A journey that brings
together performance,
education, and legacy,
focused on empowering
people to become agents
of change



Flavio Canto holds a law degree and is one of the most prominent figures in the history of Brazilian judo.

His journey is guided by the belief that success does not end with individual achievement, but lies in the ability to continuously evolve and expand one’s collective impact along the way.

He is the founder of Instituto Reação, a nationally recognized benchmark in sports and education that has impacted more than 35,000 young people, and the founder of Cicclo, an educational solutions company present in over 80 schools.

He has also worked as a TV host and is currently a keynote speaker and a member of the boards of major companies. In addition, he has completed executive education programs in leadership, governance, and ESG at INSEAD in France and Fundação Dom Cabral.

-  **6th-degree black belt in judo**
-  **6th-degree black belt in jiu-jitsu**
-  **Olympic medalist** (2004)
-  **7-time Pan American champion**
-  **World No. 1 ranking** (2006, 2007)
-  **CNN Hero** (2009)
-  **Men Of The Year** (GQ, 2025)
- “A Força do Legado” Award**

CHAMPION MINDSET

+20 years of experience
in leadership, culture,
and social impact

Lectures

Talks on performance, leadership, discipline, culture, and impact.

Workshops and sessions

Spaces for deeper learning and collaboration

Master of Ceremonies and panel moderation

Master of Ceremonies for corporate events across a wide range of industries, and a moderator of discussions on sports, education, governance, and social impact.

Strategic conversations with leaders

Sessions with executives, boards, and management teams.

Format: In-person and online
Languages: Portuguese and English

A man with curly hair, wearing a black t-shirt and white pants, stands barefoot on a stage, holding a microphone. He is facing right, and a spotlight is on him. The background is dark with a grid-like structure.

FLAVIO **CANTO**

LECTURES

A philosophy for developing leaders, teams, and cultures

Flavio Canto delivers talks that connect high performance, leadership, and legacy through a proprietary philosophy based on the 3 Cs — **Construir (build), Conquistar (conquer), and Compartilhar (share)** — developed in elite sports and now applied across organizations, boards, and impact ecosystems.

+400

TALKS DELIVERED

INDUSTRIES SERVED

Financial Services
Industry
Energy
Infrastructure
Technology
Education
Retail and Consumer Goods
Real Estate
Telecommunications
Media and Communications

Among others

CULTURE

THE JOURNEY: FROM PERFORMANCE TO LEGACY

A philosophy for building cultures of changemakers

Flavio Canto presents his 3Cs philosophy — Construir (build), Conquistar (conquer), and Compartilhar (share) — as a pathway for the evolution of teams and organizations. The talk explores the transition from individual performance to building cultures that develop changemakers, sustain results, and create lasting legacy.

- 1 Construir (build)** builds the foundation, discipline, and culture.
- 2 Conquistar (conquer)** turns effort into results.
- 3 Compartilhar (share)** builds legacy, enables succession, and drives collective impact.

Topics covered

Leadership

Organizational culture

Legacy

Belonging

Team building



[Click and learn more](#) 

FLAVIO **CANTO**

LECTURES

PERFORMANCE

THE BLACK BELT JOURNEY

Building
high-performance teams

High-level performance requires technique, discipline, and continuous learning. That is the black belt path. In this talk, Flavio Canto translates principles from martial arts into the corporate world, showing that high performance stems from self-commitment, the ability to read the game ahead, handle pressure, and sustain excellence without losing the willingness to keep learning.

Topics covered

Leadership
Performance
Pressure
Discipline
Resilience



INTERACTIVE ACTIVITY

A BLACK BELT WITH A WHITE BELT MINDSET

A symbolic experience
to strengthen teams

The activity can be integrated
into any of Flavio Canto’s talks,
enhancing the impact of the
content by turning concepts
into practical experience.

Flavio opens the talk on the tatami,
demonstrating techniques and
activating learning through
experience from the very first
moment. He concludes with the
“Reação” Belt Ceremony, a symbolic
ritual carried out with the teams
present, in which selected
employees are recognized.

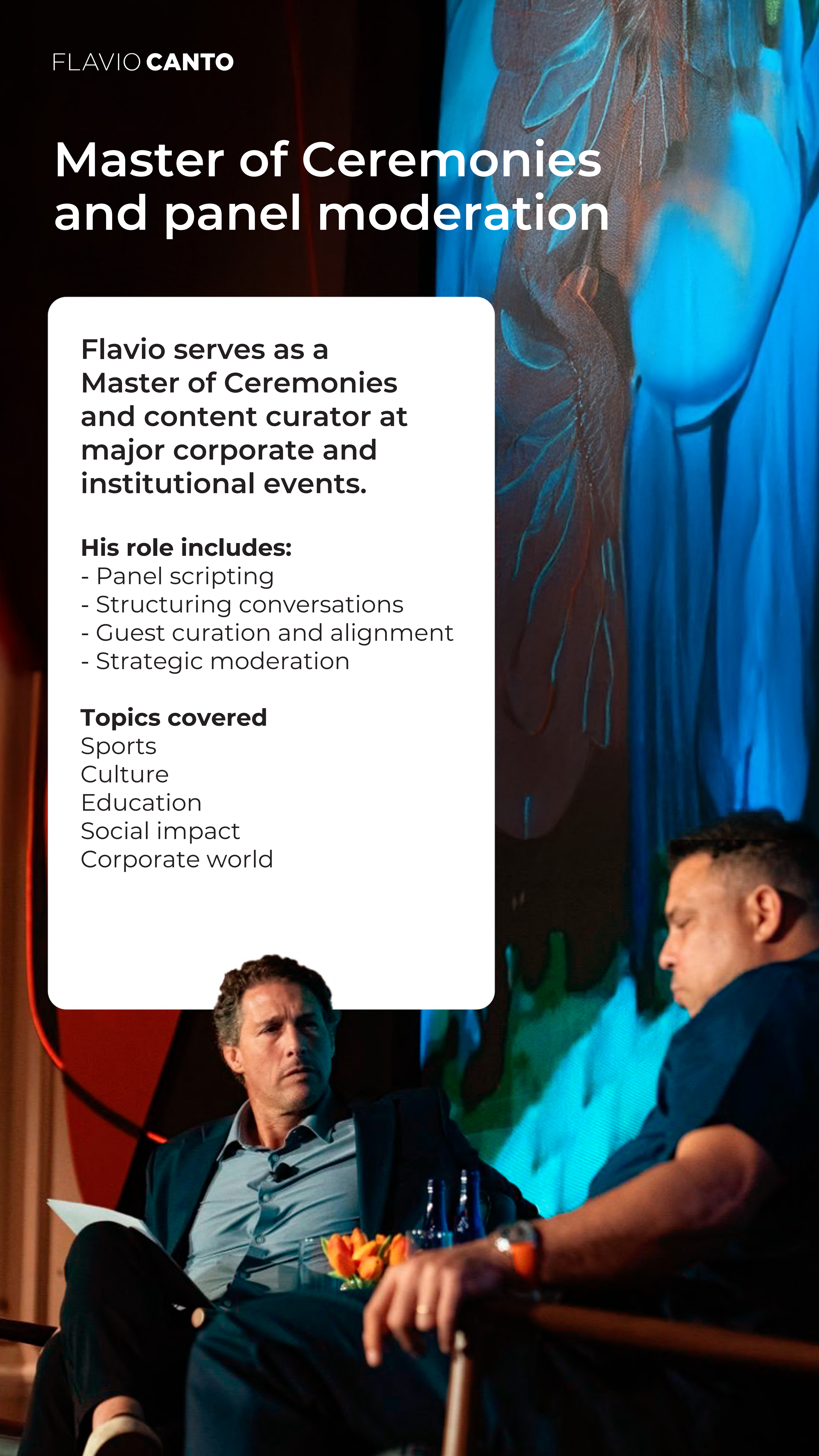


The awarding of belts embodies the values of excellence,
humility, and continuous learning, creating a tangible
symbol of culture, belonging, and collective growth.

Black :
Performance,
mastery and
responsability



White:
Curiosity,
openness, and
continuous
growth.

The background image shows a stage event. Two men are seated in the foreground. The man on the left is wearing a light blue shirt and a dark blazer, looking towards the right. The man on the right is wearing a dark blue shirt and is looking down. In front of them is a table with a small bouquet of orange tulips and two blue bottles. In the background, there is a large, abstract sculpture with blue and brown tones. The lighting is dramatic, with blue and red hues.

FLAVIO **CANTO**

Master of Ceremonies and panel moderation

Flavio serves as a
Master of Ceremonies
and content curator at
major corporate and
institutional events.

His role includes:

- Panel scripting
- Structuring conversations
- Guest curation and alignment
- Strategic moderation

Topics covered

Sports
Culture
Education
Social impact
Corporate world

Flavio Canto’s work extends across different communication formats, consistently connecting culture, performance, and impact.

Advertising campaigns

Participation in campaigns focuses on authenticity, alignment of values, and genuine connection with audiences, acting as a spokesperson, lead figure, or co-creator of narratives.



TV host and commentator

Over 15 years of experience in television, hosting shows and live sports broadcasts, with strong communication skills, improvisation, and the ability to engage large audiences.



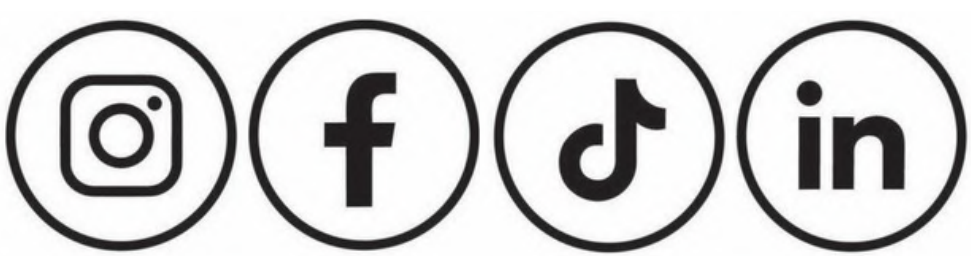
Digital content and editorial projects

Creates original content and contributes to editorial projects across digital platforms, blending sports, culture, leadership, and transformation.



FLAVIO **CANTO**

Media presence
+ 300,000
followers across
digital channels



vejaRio

Beira-Mar

Faixa branca: Flávio Canto leva experiência de 10 anos na TV para internet

Ex-judoca e medalhista olímpico estreia no time da CazêTV como comentarista dos Jogos de Paris

Por Melina Dalboni
19 jul 2024, 06h00

FLÁVIO CANTO - Podpah #656

Podpah 9,81 mi de inscritos Inscrever-se

exame.

5 lições do judô que todo líder pode aplicar no trabalho

O judoca olímpico Flávio Canto conta como a filosofia do esporte pode inspirar líderes e empresas a terem mais resultado – mesmo após uma queda

AgFight

NOTÍCIAS

Com troféu “A Força do Legado”, Spaten homenageia Flávio Canto no GQ Men of The Year

vejaRio

Beira-Mar

A principal lição que Flávio Canto aprendeu à frente do Instituto Reação

“Percebi que esse é um projeto de transformação pessoal”, atesta o ex-judoca que prepara inauguração da nova sede da organização

Por Marcela Capobianco
21 nov 2025, 09h44

esportes

30/07/2015 14h16 - Atualizado em 30/07/2015 14h16

Balada Olímpica: Carol Barcellos e Flávio Canto comandam programa

Globo prepara programação especial, faltando um ano para os Jogos do Rio

Sob o comando de Carol Barcellos e Flávio Canto, o Balada Olímpica estreia no dia 5 de agosto, na Globo (Foto: João Cotta/Globo)

O GLOBO CULTURA

CULTURA TV

Flavio Canto é mais um atleta a se tornar apresentador

No comando do “Corujão do esporte”, ele cita a ex-bodyboarder Glenda Kozlowski como exemplo de sucesso nessa transição

Thais Britto
04/03/2012 - 08:00 / Atualizado em 04/03/2012 - 10:13

VOZ FUTURA InfoMoney

NEWSLETTER

O QUE FAZ UM ATLETA SE TORNAR TRANSFORMADOR?

ENTREVISTA EXCLUSIVA COM FLÁVIO CANTO, MEDALHISTA OLÍMPICO, COMENTARISTA E FUNDADOR DO INSTITUTO REAÇÃO.

UFC PODCAST

UFC Podcast | Temp. 2 Ep. 9 | Convidado: Flávio Canto

UFC Brasil 3,11 mi de inscritos Inscrever-se

222 Compartilhar Perguntar Clipes Download

FLAVIO CANTO



For talks, workshops, and
projects, please get in touch.

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