01.



PORTFOLIO

TRADITION AS INNOVATION.
EXECUTIVE EDUCATION THROUGH CHINESE MARTIAL CULTURE.

FABIO GOMES
ENHANCING HOW LEADERS AND TEAMS INTERPRET REALITY.

AUTHOR PUBLISHED BY JOINT SPECIAL OPERATIONS UNIVERSITY (JSOU)
UNITED STATES SPECIAL OPERATIONS COMMAND (USSOCOM)

Not every battle requires confrontation. Not every victory requires combat. The Art of War in Motion

In a world of constant change, the way we interpret reality influences our decisions, our relationships, and the outcomes we achieve.

Experience, knowledge, and planning are essential. However, they can also shape our perception in ways that make it difficult to recognize changes and opportunities.

For centuries, classical Chinese strategic thought, which underpins both renowned works such as Sun Tzu's *The Art of War* and sophisticated martial systems such as Ving Tsun, has placed particular emphasis on understanding circumstances, relationships, and the ability to adapt.

This wisdom remains relevant to contemporary warriors: leaders and other professionals who must negotiate, manage conflicts, mobilize teams, and make decisions in complex environments.

Drawing on this perspective, rooted in Chinese martial culture, Fabio Gomes develops customized learning experiences that help leaders and teams enhance their perception and strategic conduct.

By reducing what might be called situational myopia, this approach can contribute to more appropriate decisions, more effective negotiations, stronger relationships, greater productivity, and more intelligent use of resources.

Rather than simply introducing something new, the aim is to encourage people to make better use of what they already know.

Activities are delivered through lectures, training sessions, workshops, and customized programs tailored to each specific context.

Fabio Gomes

Born in Rio de Janeiro, he was introduced to Chinese martial culture through the Ving Tsun (詠春), strategic intelligence system, in which he earned the title of Senior Master from the International MYVT Federation in New York, under the mentorship of Grand Master Leo Imamura. Holding a degree in Private Security Management and a postgraduate qualification in Crisis and Organizational Conflict Management.

Served as a guest instructor in the training of BOPE/RJ police officers (Tactical Actions Course), Brazilian Army Special Operations Forces (Commando Actions Course and Special Forces Course), Brazilian Navy Amphibious Commandos, and military personnel for UN Peacekeeping Missions.

Author of the book "The Art of Fighting Without Fighting" and articles published by renowned strategic studies institutions, including the Brazilian Army Doctrine Center, the International Law Enforcement Educators and Trainers Association (ILEETA), and the Joint Special Operations University of the United States Special Operations Command (JSOU/USSOCOM).

With more than 25 years of experience and work across the Americas, Europe, and Asia, he brings principles of Chinese martial culture to a wide range of corporate sectors, helping enhance leaders' and teams' perception and strategic conduct in the face of a constantly changing reality that requires adaptability and decision-making in complex environments.



ALLOS

Coca-Cola

UNITED

Some companies already served.

Why China?

Whether working with professionals in Defense, Security, or the corporate sector, one question has consistently come up:

Why China?
The answer is simple.

Just as Japan is widely recognized for its contributions to quality management, Germany for excellence in engineering, and Israel for innovation in security and technology, China has developed, over thousands of years and through many wars, a sophisticated culture focused on understanding reality through its transformations, human relationships, and present circumstances. Rather than viewing change solely as disruption, it can also be understood as a natural part of the dynamics of situations.

It was within this context that the Chinese martial system of Ving Tsun emerged, not merely as an approach to combat in the physical dimension, but as a means of enhancing perception, anticipation, and the capacity to adapt.

French anthropologist François Laplantine argued that contact with cultures very different from our own creates a certain sense of unfamiliarity, but it is precisely this that expands our ability to perceive aspects of our own culture that, because they are so familiar, normally go unnoticed. It is from this perspective that the Chinese martial tradition is applied.

This perspective offers a new interpretive lens for exploring existing knowledge and experiences, both in the technical and behavioral domains.



Beyond the obvious

In this occasional paper, the author challenges conventional thinking in special operations by revealing why doing less can achieve far more. Drawing on the powerful concept of wu wei, it introduces a bold approach to influence—one that replaces force with precision, timing, and deep situational awareness.
Through compelling insights and real-world experience, the paper shows how operators can shape outcomes without triggering resistance or escalation. It also uncovers how martial arts–inspired training sharpens decision-making in high-pressure environments.
For leaders navigating today's most complex missions, this paper proposes a strategic framework that highlights the importance of perception over overt intervention.

This text is not from **Harvard**. It is from the **Joint Special Operations University (JSOU)**, in the presentation of Fabio Gomes' article, published among its academic works.

JSOU is the strategic studies institution of the United States Special Operations Command (USSOCOM), the command to which elite units such as Delta Force and SEAL Team Six are subordinate.

Martial knowledge that goes beyond the obvious and responds to the most demanding scenarios.

Read the publication on JSOU.



From needs to experience

Understand before proposing.

Every organization has its own challenges and expectations. That is why each engagement begins with a conversation to understand its reality and assess how this approach can contribute.

01. UNDERSTAND THE CONTEXT

Identify the organization's challenges, audience characteristics, and needs.

02. IDENTIFY THE DESIRED OUTCOME

Understand what needs improvement and the conditions that may support the desired results.

03. DESIGN THE EXPERIENCE

Develop tailored lectures, training sessions, workshops, or development programs.

CHALLENGES WE CAN EXPLORE

Leadership, communication, team integration, conflicts, crises, risk perception, decision-making, adaptability and more.

THE FOUNDATION OF EVERY EXPERIENCE

Chinese martial culture as a means of enhancing perception and strategic conduct by making better use of existing knowledge and skills.

Before taking action, we must understand what the situation allows.



Testimonials

"Learning about strategic behavior and maintaining balance under pressure is essential for anyone who connects dreams and people every day. Thank you for sharing so much wisdom."

- Official RIOgaleão Profile
RIO DE JANEIRO INTERNATIONAL AIRPORT

"It was excellent! Congratulations on the content and the way it was presented. Even within a limited timeframe, you managed to address the subject while also sparking the team's curiosity."

- L.A.
TV GLOBO

"It was an honor to take part in this experience. The content on anticipation and strategic awareness was extremely valuable. The Ving Tsun system offers a remarkably clear perspective on conflict management."

- F.P.
RIOSUL SHOPPING CENTER



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NEXT STEP

Ready to get started?

It will be a pleasure to share this journey with you.



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Because the quality of the answers depends, above all, on how well we learn to listen to the situation.