



ENDOMARKETING AND ORGANIZATIONAL PERFORMANCE: A CASE APPLIED TO A NOTARY'S OFFICE IN GOIÁS

ENDOMARKETING E O DESEMPENHO ORGANIZACIONAL: CASO APLICADO A UM CARTÓRIO EM GOIÁS

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Received: 11/2023

Published: 01/2024

DOI: 10.37951/2358-260X.2024v11i1.7244

ISSN: 2358-260X

Palavras-Chave

Endomarketing. Desenvolvimento de Pessoal. Clima Organizacional.

Keywords:

Endomarketing. Personnel development. Organizational Climate

Abstract

Internal marketing refers to the internal customer and enables company management and teamwork among the institution's employees. This research had the following objectives: to define internal marketing and the types of tools used to improve organizational performance and to identify the opinions and perceptions of the employees of a notary's office. It aimed to answer the following question: How can internal marketing solve productivity issues such as bottlenecks and internal communication failures? The research methodology adopted was a bibliographical and exploratory study with a qualitative approach. Finally, the expectation of the research was to carry out an in-depth analysis of the topic and seek out the best practices for the study, knowledge and

strategies for planning and implementing a program that recognizes strengths and weaknesses using the internal marketing technique, in other words, recognizing and evaluating the existing organizational culture or creating new forms of management using indicators, trajectories and opinions.

Resumo

Uma vez que endomarketing refere-se ao cliente interno e possibilita à gestão das empresas e trabalho em equipe junto ao corpo de colaboradores na instituição, essa pesquisa teve os seguintes objetivos: definir endomarketing e os tipos de ferramentas utilizadas para melhorar o desempenho organizacional; identificar as opiniões e as percepções dos colaboradores de um Cartório. Pretendeu responder à seguinte questão problema: Como o endomarketing pode resolver questões de produtividade como gargalos, e falhas internas na comunicação? A metodologia de pesquisa adotada foi uma pesquisa bibliográfica e exploratória com abordagem qualitativa. Por fim, a expectativa da pesquisa contou em fazer uma análise aprofundada do tema e buscar as melhores práticas para o estudo, conhecimento e estratégias de planejamento e implementação de um programa que reconheça pontos forte e fracos a partir da técnica endomarketing, ou seja, reconhecer e valorar a cultura organizacional existente ou criar novas formas de gestão mediante indicadores, trajetórias e opiniões.

INTRODUCTION

The social and professional lives of many people depend on the procedures that are recognized and, therefore, validated by notary services. Therefore, for better development of companies' routine activities, Notary's offices lend themselves to activities such as public and notarial records of property deeds and birth and death certificates. That is, maintaining efficient

integration and communication with the entire group of employees is essential so that the synergy and results of good internal marketing are configured as a necessary administrative strategy for this type of organization.

Therefore, the objectives of this study are to define internal marketing and the types of tools used to improve organizational performance; identify the opinions and perceptions of employees at a Notary's

Office on internal marketing based on qualitative research such as internal marketing; and present an internal marketing program applied to a Notary's Office in Goiânia as an intervention project with an emphasis on the organizational climate.

The aim is to answer the following problem question: How can internal marketing resolve productivity issues such as bottlenecks and internal failures in communication due to the performance of daily tasks? The hypothesis is that an instrument for analyzing organizational culture and climate can stimulate individuals to determine factors so that there is a high level of engagement, knowledge, communication of the activities to be carried out and, even, recognition criteria for the promotion and awards of employees, employees and work teams.

Therefore, this work is justified because it presents the management tool called internal marketing, which socially creates conditions of gain for all employees and departments of a company, and therefore, given that, faced with a new perspective of its evolution and collaboration of administrative strategies, the strengthening of administrative processes and even the organization's brand may occur. Since the methodology was adopted, it is an exploratory research structured in two stages: 1 – Literature review; 2 – Field research, with an interview with the manager (notary) of the Notary's Office of the municipality of Goiânia between August and October 2023.

Finally, the expectations of this work consist of carrying out an in-depth analysis of the topic and seeking best practices for the study, knowledge and strategies for planning and implementing a program that recognizes strengths and weaknesses based on the internal marketing technique, that is, recognizing and valuing the existing organizational culture or creating new forms of management through indicators, trajectories and opinions.

Internal marketing: conceptual aspects and the application of this tool to improve organizational performance

Chiavenato (2014), what is salary? A consideration for a person's work to the company. In other words, an exchange of labor from the provider to your company where the provider is rewarded in the form of money through payment. Therefore, in addition to the perception that he works only for remuneration, a company is responsible as a paying source and is therefore responsible for revenue as an employer in light of the role performed by the employee.

Fixed remuneration or variable remuneration: remuneration can be paid on a fixed basis – through monthly or hourly salaries – or vary according to previously defined criteria, such as the organization's goals and profits. Most organizations pay their employees on a monthly salary basis, which reduces risk for both the employer and the employee. Others opt for flexible values for senior positions, such as presidents and directors (based on operational results) and salespeople (based on sales commissions)

CHIAVENATO (2014).

In this sense, a company has expected roles in building the relationship between employee and employer, and there are clear objectives such as multiplying the sale of products and services. On the other hand, the implementation of new operations by the company can optimize numerous variables beyond the commercial part. In other words, the adoption of other internal practices can be aimed at reaching the external customer, an example of an administrative tool is internal marketing, which allows the indication of numerous practices in which changes in the organizational context can be visible, from the creation of medium-sized plans term, in which the involvement and participation of the entire group in the provision of services and, consequently, the construction of viability of projects and concrete goals for full development based on the use of human, material and financial resources, which for Krajewski (2009), is the creation of an environment of internal customer satisfaction, for example.

Customers, whether internal or external, are satisfied when their expectations regarding a service or product have been met or exceeded. Customers often use the term quality to describe their level of satisfaction with a service or product (KRAJEWSKI, 2009).

In this context, when there is the ideal environment for developing action that involves internal and external customers, in addition to the existence of other organizational strategies, such as infrastructure and marketing material, in addition to strategic and efficient management, this management model that involves internal marketing creates possibilities for new dynamics for the company and envisages better results and the expansion and exploration of new ideas within the organizational context as a way of reviewing and validating administrative routines, products and even services.

Knowing that the definition of internal marketing is an extension of marketing management, it is necessary to contextualize that, according to Kotler (2015), marketing is a social process involving people and companies, which manage to develop the desire and need, for the objective of the trade between them, that is, the meaning of marketing for business and the law of supply and demand, applied in practice on how to attract both sides, commerce and consumer, and are strategies created to reach the public based on elements of marketing are called the marketing mix and they are: Product, Price, Place and Promotion (KOTLER AND KELLER, 2006)

Therefore, the marketing mix, also called the 4 Ps of marketing, helps in the company's development regarding internal marketing because they are part of the direct communication between company and consumer, as it fulfills a need of its customer, who wants to acquire and make part of the ideas being sold by the brand, as seen in figure 1, based on the definition of Kotler and Keller (2006), below:



Figure 1: The 4Ps of the marketing mix and strategies between the company and customers. **Source:** Kotler and Keller (2006)

Based on the descriptive model in figure 1, the concept of internal marketing, according to Brum (2010), “is to modify the organizational culture and transform the employee into an instrument of evolution and expansion of the brand's vision in the market, adding value and consolidating the corporate image”. This means that internal marketing makes the change from the inside out because when the internal customer displays the best of their products and services, the external customer has the experience that they are in the right place. For example, the work carried out with the internal client is the basis for consolidation so that the external client receives the best service, accurate information from a professional who wears the company's shirt and creates a bond of trust and loyalty.

Nevertheless, regarding the characteristics and advantages of internal marketing, according to Camelo (2005), there is a need for internal customers to be in harmony with the institutional focus so that an atmosphere focused on the development of operations can be generated, with the external customer as the target. of professional interest in attracting and developing business.

The following are benefits of internal marketing, according to Vergara (2003):

Explanation of guidelines must be present. It allows team members to learn in their field of activity and realize their ability to self-organize. The bureaucratic organization meticulously specifies each procedure, as it intends to control and predict and is of little use in changing environments. In the information age, companies must simply specify limits, allow people to move within them, self-organize and, through this flexibility, be able to give quick responses that rapid environmental changes are demanding (VERGANA, 2003).

Furthermore, according to Pontes (2013), there will be a dilemma between positions and salaries and how to maintain a competitive environment and

career plan where the individual seeks growth within the organization and the external person seeks companies where they can apply their knowledge and professional experiences. Therefore, it is an interesting tool for the company to adopt internal marketing, which creates mutual advantages and can also change the organizational culture in the long term.

In this context, the concept of organizational culture for Schein (2017) refers to the ability to organize and adapt a group to its definitions and decisions. Having powers to modify, endorse and punish. In the business environment, it can be something installed, which can generate internal conflicts of great impact. That is, to recognize and work *in loco*, in the field of the company, personal and professional interests of each individual, along the same line of reasoning, we will see that people need to be rewarded for their work and effort. Valuing each member is a fundamental part of welcoming and demonstrating support.

The internal marketing tool: processes and management that encourage employees to feel fundamental within the organization

Regarding the definition of management processes, new in the context of organizations with a view to stimulating employees so that they feel useful, collaborative and fundamental within the organization, according to Camelo (2015), the proposal to adopt internal marketing is that actions must create an environment in which individual growth favors and develops the collective through the continuous search

for business knowledge. In short, it is in regard to mission, vision and values.

In other words, in regard to the adoption of internal marketing, some of the company's philosophies and purposes will be directly affected and, in some way, revised, namely, the mission, the purpose of the company's existence. It is your reason for being; the Vision, the situation the company wants to reach (in a defined period of time); Values, the ideals of attitude, behavior and results that must be present in employees and in the company's relationships with its customers, suppliers and partners (NAKAGAWA, 2023).

Knowing the values as the questions that will guide us on the path to entrepreneurship, for example: What are the values that I take with me? How important is this journey? What are the jewels that will follow me on this journey? What did I learn that will give me direction, where should I go? According to Scorsolini-comin (2012), regarding the organizational vision, the concept is understood as follows: if the mission refers to what the company does and its reason for existence, the vision evokes the place where the organization intends to reach, similar to a goal, in a sense of greater reach. Goals are to be met within certain deadlines, but visions are to be pursued diligently by all the people who make up the organization.

Therefore, these are characteristics that identify the company's culture and, therefore, contribute to the definition of internal marketing strategies, as seen in table 1:

Table 1: Business and brand strategy planning

Strategy	Concept	What is it for	Benefits
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Mission	Mission defines the fundamental purpose and reason for existence of a company, Organization or institution.	In general, the mission is one of the first steps in building a company's identity and strategy.	The mission must be inspiring and motivating, and must guide the team's daily decisions and actions, focusing on the company's objective.
Vision	The vision should be a bold but achievable statement that motivates and inspires people to work toward achieving the goals.	In short, the vision is an inspiring statement that defines the desired future of the Organization and guides decision-making.	It is a fundamental element of a company's strategy as it provides clear direction for decision-making and resource allocation.
Values	Values are the ethical and cultural principles that guide an Organization's behavior and decisions.	Values must be a reflection of the company's identity and must be communicated clearly to everyone involved with the Organization.	By establishing strong values and incorporating them into your organizational culture, you can improve customer trust and loyalty.

Source: Research Data. Prepared by the Author and Adapted by Camila Marocci (2023)

Neoclassical theory marks the strongest emphasis on strategic planning. Once the organizational objectives have been chosen and set, that is, the company's global objectives to be achieved, the next step is to know how to achieve them, that is, to establish the business strategy to be used to efficiently achieve those objectives and choose the tactics and operations that best implement the adopted strategy. (CHIAVENATO, 2011).

Furthermore, and following Yanaze (2011), strategic planning consists of being defined as the first administrative function of a company. Because planning means establishing objectives and goals, as well as outlining where you want to go and what you hope to achieve and for a company to improve, the Organization's Climate is fundamental along with business culture, it can implement internal marketing, are examples of internal marketing techniques: Stimulate internal communication; Create internal newspapers and other newsletters; Offer a space for integration; Develop a career plan; Provide positive feedback; Promote training; Offer bonuses and prizes; Provide benefits that improve quality of life; Explore video as an institutional communication tool; Use suggestion box.



Figure 2: The advantages of implementing internal marketing and the company’s synergy with customers. **Source:** Google Images (2023).

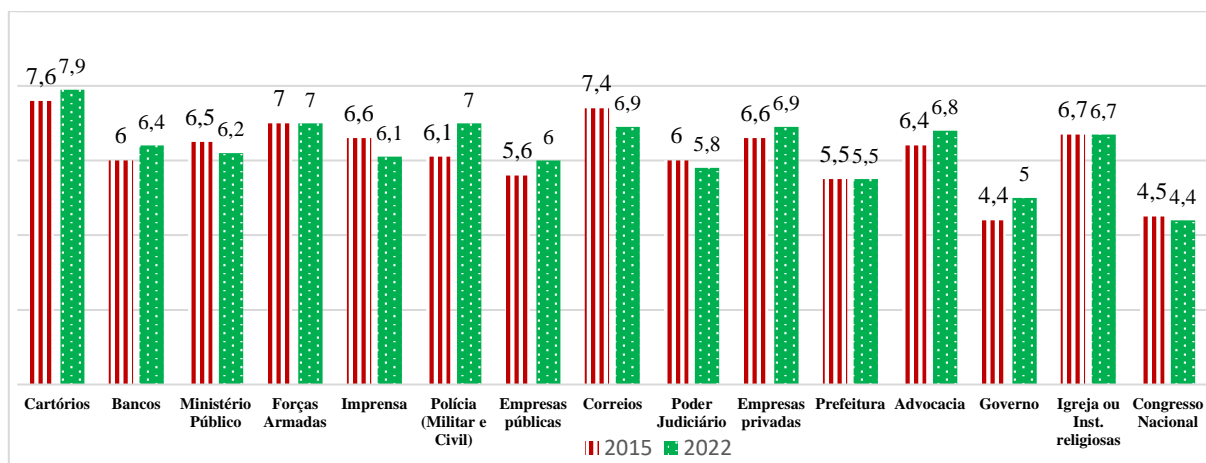
According to Morgan (2015), internal marketing also creates synergy and stimulates productivity because it involves internal customers regarding the company's culture and climate and, therefore, allows the organization's scenario to be seen as cultures, mini societies with their own characteristics. and, also, with their own values, rituals, ideologies and beliefs. While the organizational climate is a parameter for monitoring the process of responses by people related to dialog with leadership, access to information is relevant to their relationship with the organization, leadership and development (DUTRA, 2016).

Therefore, these internal marketing tools promote good management, monitoring of productivity, indicators that demonstrate agility, quality in service provision, and greater control and guidance to achieve excellence.

Notary activity: definition, characterization and main areas of activity

According to data from the Association of Registrars of Natural People of Brazil (ARPEN-BRASIL, 2023), there are 5,570 Brazilian cities that have registry offices where the database of births, marriages and deaths registered by the units present, in which registry office employees are those responsible for carrying out a series of essential activities for society, such as public records, authentications and other services. The main contributions of notary staff: Ensuring legal security, **reliability** of documents and provision of essential services – as seen in graph 1, below:

Graph 1 - Research shows that Brazilian Notary Offices are the institution that has the greatest trust among Brazilians (Year: 2022)



Source: Datafolha (2022)

According to data from Datafolha, in graph 1, the level of trust of Brazilians in institutions, in comparison with the year 2015, an increase in trust in notary offices given the security and credibility of this type of organization, which stands out among the others researched and, therefore, the one with the greatest credibility among others such as banks, property construction companies, internet companies, road concessionaires, city halls and telephone companies.

In addition, notary offices are important in certifying the authenticity and guaranteeing the safety and effectiveness of all legal acts carried out in the country. It is a civil registry office that issues, for example, birth and marriage certificates, prenuptial agreements, divorce, adoption, death registration, recognition of paternity, interdiction, nationality options and emancipation of minors. In addition to the others, they carry out property registration, signature authentication, purchase and sale and protests.

In 2023, in operation, there are 627 notary offices in Goiás that offer services such as civil registration, notes, real estate, protests, titles, notary offices, marriages, opening and notarization, and authentications, among other activities. According to the General Register of Employed and Unemployed Persons (CAGED, 2023), in 2022, notary activity

recorded a 12.5% growth in hiring compared to the previous year, while the number of dismissals, on the other hand, increased. fell 10.2% in the same period, and this growth in hiring can be explained by a series of factors, including the recovery of the Brazilian economy, the increase in demand for notary services and the opening of new notary offices.

MATERIALS AND METHODS

This is a bibliographic and exploratory study with a qualitative approach. For the purposes of structuring this research and to meet the proposed objectives, this study was fragmented into two stages, namely, Stage 1 – Literature/bibliography review and Stage 2: Field research, with an interview with the manager/notary of the Notary's Office João Bastos de Medeiros based in Goiânia-GO, from August to October 2023.

According to Gil (2019), exploratory research aims to provide greater similarity with the issue discussed, with the intention of making the discussion clear. The way it is seen can be an object of study related to different areas of knowledge and consider the most varied contexts, and for Severino (2014), exploratory research is the collection of information and data for argumentative preparation for the development of an explanation of the results of a studied topic.

Marconi and Lakatos (2017) provide clues and general data that together form a complete cloud of a problem to be addressed, with the purpose of developing hypotheses and making the researcher an opinion leader on the subject, to carry out a search to obtain material for monitoring, analysis and suggestion of change, while for Fachin (2006), “bibliographical research is one of the richest sources of applied knowledge for obtaining and directing activities, in addition to working with different thoughts and strategies to seek learning, planning and implementation”.

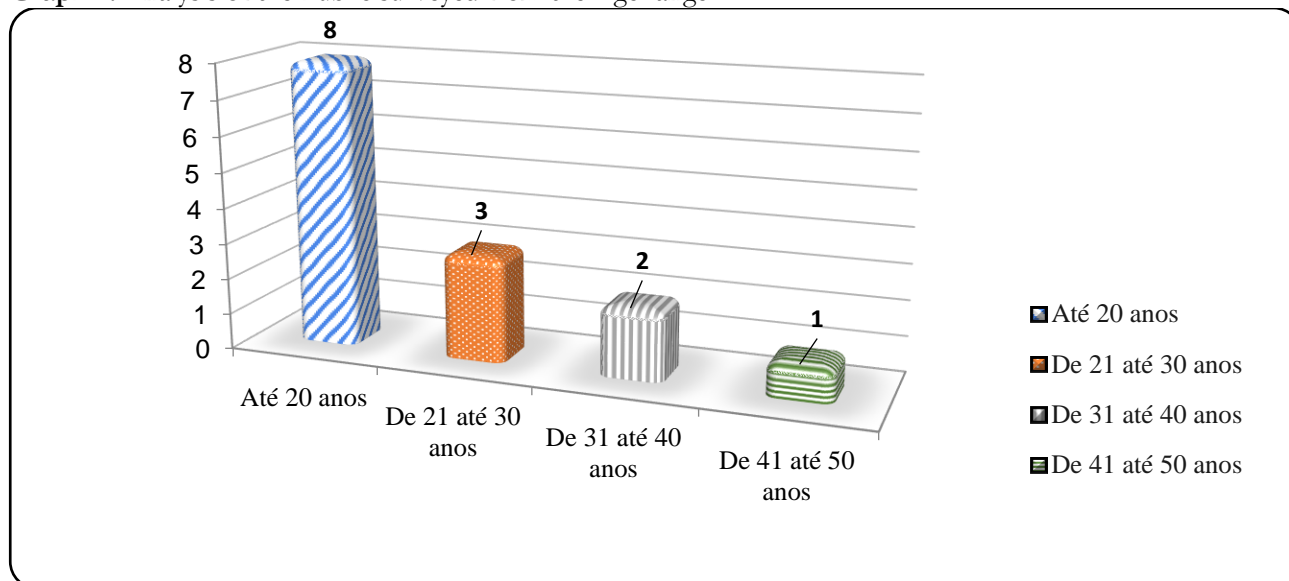
Therefore, the research procedures were established to achieve the objective of this work. An exploratory study was carried out on content related to the main theme, where necessary information will be collected, based on the application of a questionnaire to

employees of a notary's office in Goiânia so that it can be studied and deepened in a comprehensive way and create strategies for implementing a Personnel Assessment and Development Program as an internal marketing tool. That is, administrative studies can be applied to generate new ideas or innovative actions to generate a better climate and organizational performance in a registry office.

RESULTS AND DISCUSSION

The field survey obtained responses from 14 employees, out of a total of 26, providing valuable *insights* into the age group among employees. These data offer a comprehensive view of team composition, allowing for a more in-depth analysis of the demographic characteristics of the company's employees.

Graph 2: Analysis of the Public surveyed from the Age range



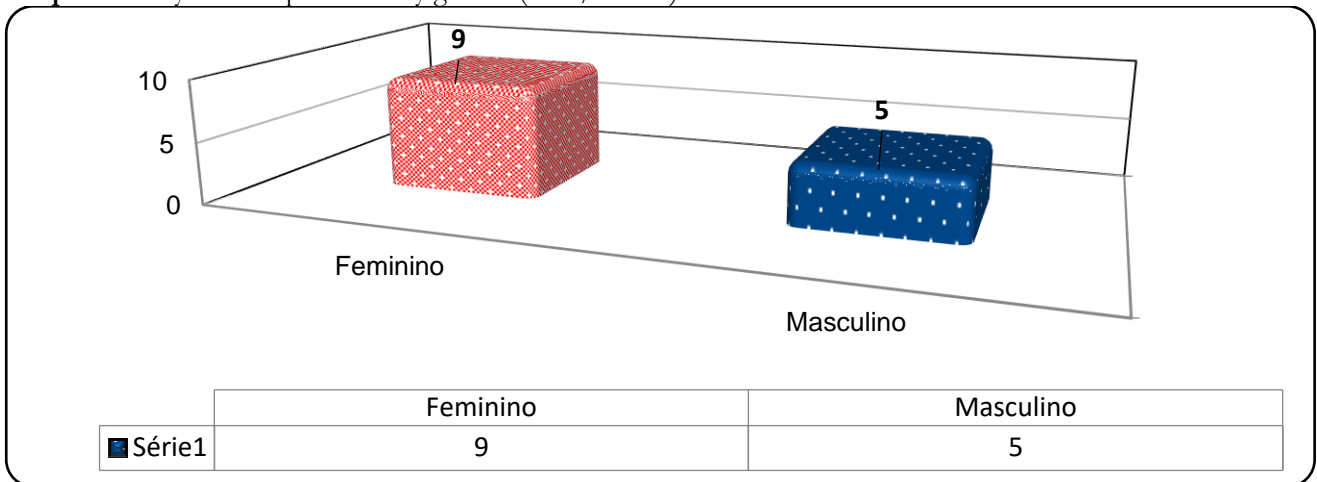
Source: Research data. Prepared by the authors (2023).

According to graph 2, the data obtained show the percentage of employees (out of the total of 14 participants surveyed) and according to each age group in relation to the research data, being as follows: up to 20 years old, 57.1% (8, people); from 21 to 30 years old, 21.4% (3, people); from 31 to 40 years old, 14.3% (2,

people); and from 41 to 50 years old, 7.1% (1, people). In other words, it was found that the majority of workers surveyed, in the case study, are adults aged between 21 and 30 years old and, therefore, people who are capable and capable of dealing with emotional, intellectual, work and social issues as adults.

This percentage analysis provides a clearer understanding of the distribution of the team in terms of age group, highlighting the predominance of certain age groups and helping to identify significant patterns.

Graph 3: Analysis of respondents by gender (male/female)



Source: Research data. Prepared by the authors (2023).

It can be inferred from graph 3, by analyzing the gender of those surveyed, the result was that the majority are female: 64.3% (9, people), while the male audience is 35.7% (5 people). In other words, from these data, female performance stands out, that is, the analysis of the understanding of a work environment in which there is diversity within the team and can be used

to guide initiatives and internal policies related to equality and inclusion by gender, which demonstrates a relationship with the national context of 6,368 women working in national registry offices and which can be confirmed by data from the Association of Brazilian Notaries and Registrars (ANOREG, 2022), in figure 3, below:

IGUALDADE DE GÊNERO

6.368

titulares mulheres estão à frente de Cartórios de Notas e de Registro no Brasil, segundo levantamento realizado no sistema Justiça Aberta, administrado pelo Conselho Nacional de Justiça, mostrando que a igualdade de gênero está presente na Administração dos Cartórios Extrajudiciais privados no País.

6.613 titulares homens

6.368 titulares mulheres

459 não declararam informação

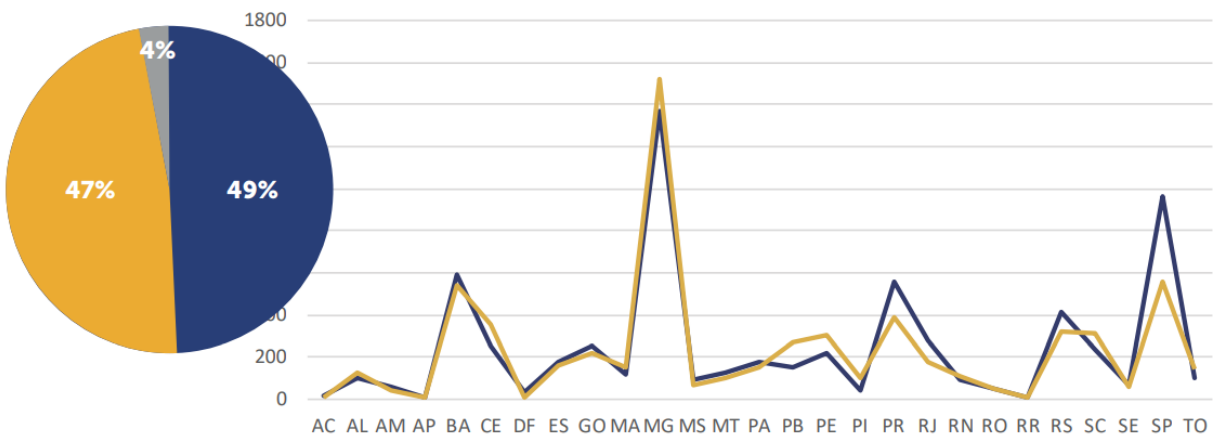
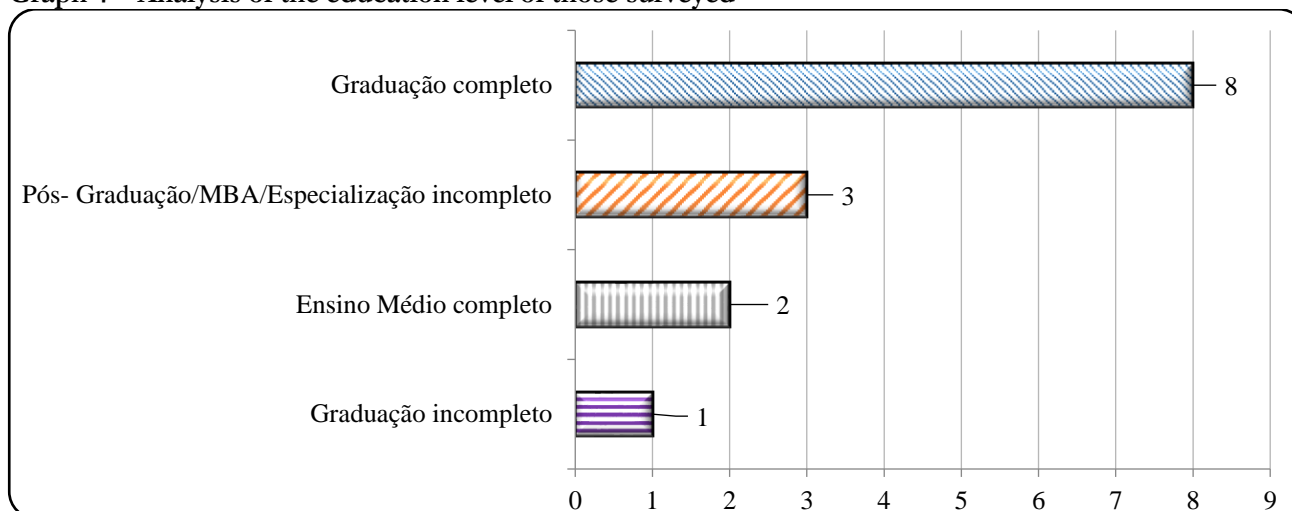


Figure 3 – Gender equity in the formation of the collaborative framework of the researched registry office and in relation to current national indicators [Year: 2023]. **Source:** ANOREG (2022)

Graph 4 – Analysis of the education level of those surveyed



Source: Research data. Prepared by the authors (2023).

It can be inferred from Graph 4 that, regarding the percentage of respondents, we have a real demonstration of the institution's scenario, such as demographic data, where the majority of employees are young and female (as shown in Graphs 1 and two). When the assessment questions the level of education, the answers are relevant to the degree, as the

requirement for admission is to have a higher education degree in law or knowledge and experience in the routines of the registry office. Thus, the analysis of the participants' level of education shows educational diversity in the sample, revealing the following profile, as shown in table 1:

Table 1: Analysis of the school and academic training of those surveyed (Year: 2023)

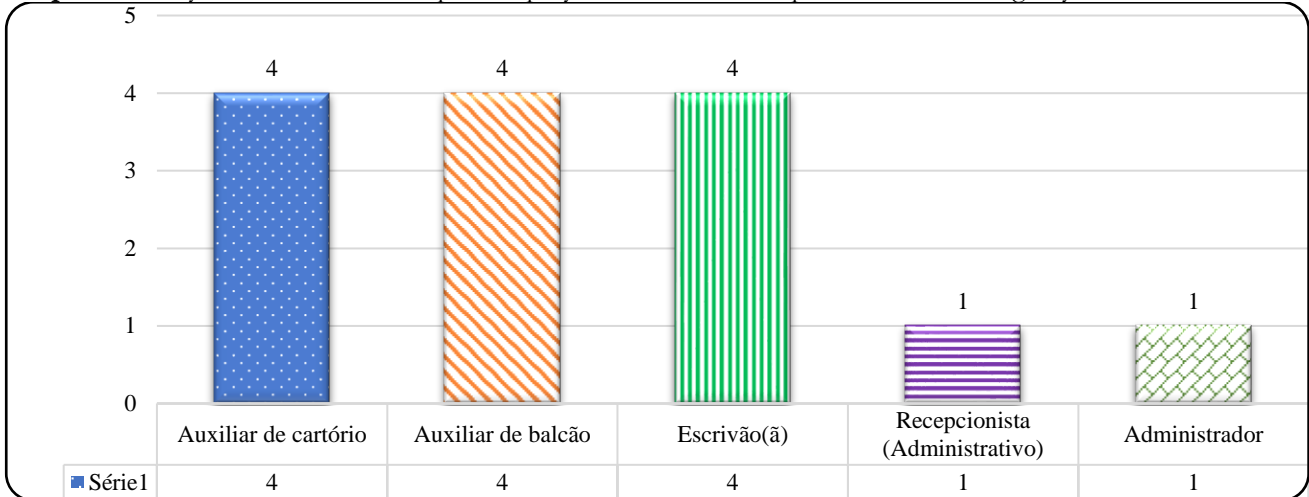
Education Degree	Absolute No.	Percentage
Graduation (Complete)	8	14.3%
Postgraduate/MBA/Specialization (Incomplete)	3	57.1%
Complete high school)	two	7.1%
Graduation (Incomplete)	1	21.4%
TOTAL :	(14 people)	(100%)

Source: Research data. Prepared by the authors (2023).

Table 1 shows the results of the academic training of employees, highlighting the predominance of professionals with completed degrees. This analysis is crucial for understanding the team's educational profile and can guide training and internal development

strategies. Creating, for example, a system of recognition for additional training and encouragement to take short-term training courses that improve workers' performance in accordance with the demands of the registry office and related additional needs.

Graph 5 – Analysis of the membership of employees due to the role performed at the registry office



Source: Research data. Prepared by the authors (2023).

Graph 5 demonstrates that the result of the analysis of the participants' current roles reflects the diversity of roles held within the team. This implies that the Notary's Office, with regard to the organization of positions and hierarchy, has an organizational structure and verifies that employees meet the service's demands, as it operates from Monday to Friday from 8 am to 5 pm and, on Saturday, from 8 am to 12 pm.

Knowing that, in the year 2023, there will be 19 notary offices in full operation in Goiânia, according to the National Council of Justice (CNJ, 2023), “the public and community are served in person” and, therefore,

according to the result of the This research confirms that the number of employees is adequate for the functions performed in that Organization.

Furthermore, it was verified with this result that there is a clear vision of the different functions performed by employees, highlighting the equitable distribution in some areas and offering *insights* into the diversity of positions in the team. This information is fundamental to understanding the organizational structure and can guide team development and training strategies. Below, in figure 4, the organizational chart statement:

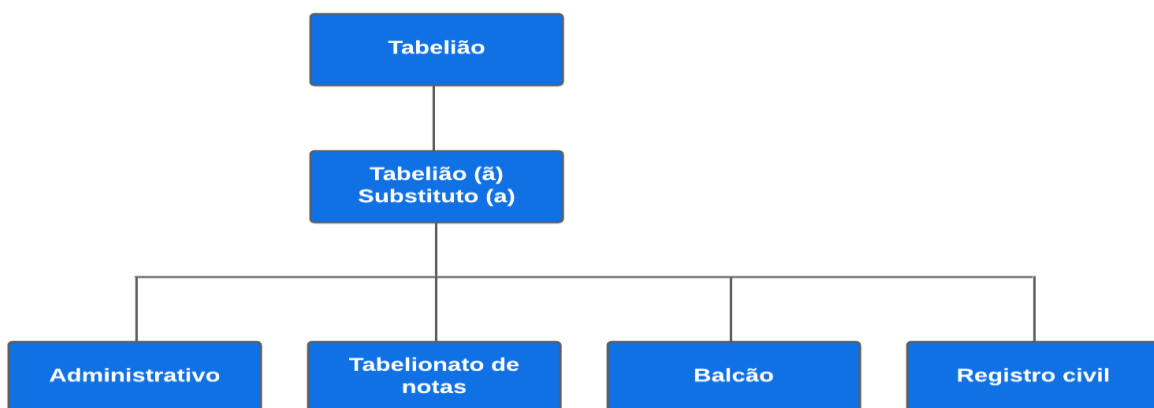
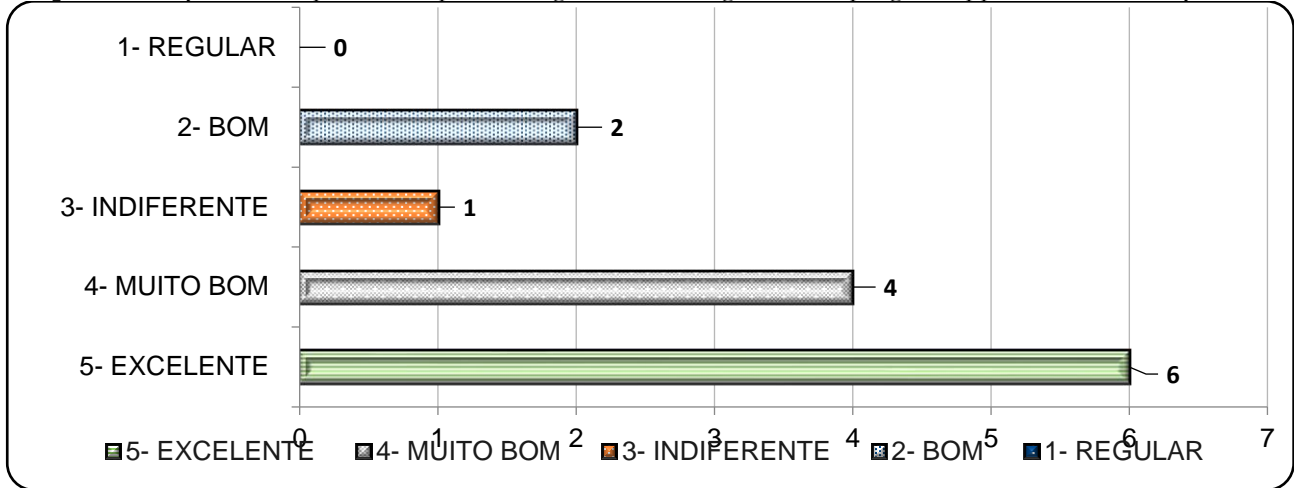


Figure 4 – Organizational chart of the Notary Office under Study (Reference Year: 2023). **Source:** Research data. Prepared by the authors (2023).

In addition, to understand the perception of employees in relation to the possibility of implementing an award program, an assessment was requested on the implementation, development and adoption of an award program, as shown in graph 6.

Graph 6 – Study on the impacts of implementing and evaluating an award program applied to the Notary’s Office



Source: Research data. Prepared by the authors (2023).

Still regarding graph 6, the analysis of the responses reveals a positive receptivity toward the possibility of implementing an awards program, and it can be seen from the graph that acceptance is notable because the program could in theory create conditions for evaluation, monitoring and visibility for members of the organization who seek their professional growth, according to Dutra, Joel Souza (2016), “essential aspects for the importance of evaluation for people, three stand out as: Having a history of the person's contribution to the organization, greater communication with the leader and previous evaluation criteria”.

Furthermore, the result reinforces that from this positive evaluation, the majority of employees are open to the idea of an award program, indicating a potential positive impact on recognition and motivation practices within the organization. These insights are crucial for making decisions and developing effective strategies.

The results of the study showed that the award program has a positive impact on employees, employers and society. Thus, for employees, the award program provides a feeling of recognition and appreciation. This contributed to increasing motivation, productivity and job satisfaction. The employee benefits of an award program can be divided into two groups: psychological benefits and material benefits.

This means that the psychological benefits include the feeling of recognition, appreciation and job satisfaction. These benefits can contribute to increasing motivation, productivity and talent retention. Material benefits include receiving rewards such as money, goods or services. These benefits can contribute to improving employees' standard of living.

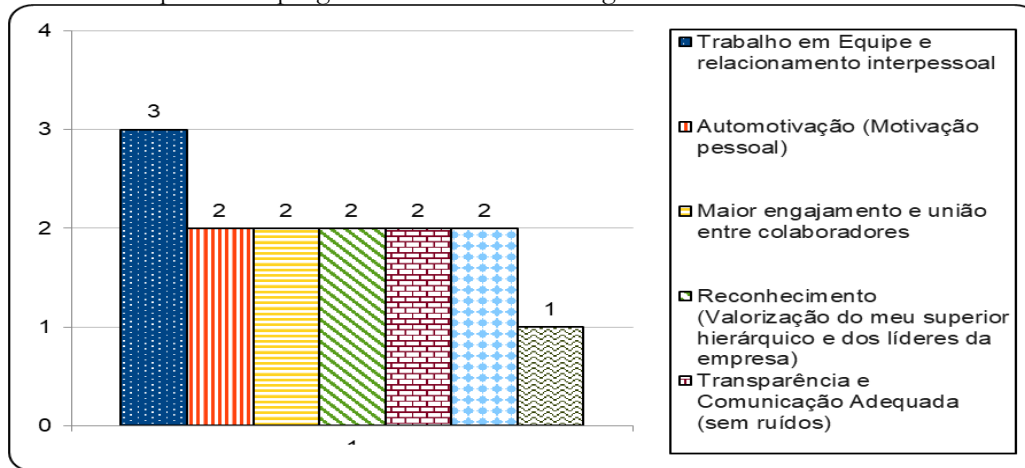
Furthermore, for the employer, the award program helped to improve employee performance. This contributed to increasing the notary's efficiency and customer satisfaction since the benefits of an award program can also be divided into two groups, that is, those in which the financial benefits include cost

reduction, increased productivity and increased revenue and nonfinancial aspects, which include improving the organizational climate, increasing customer satisfaction and improving the company's image.

Therefore, the positive aspects extend outside the Organization and, for example, to society, the awards program can contribute to improving the quality

of services provided by the registry office, increasing society's trust in notary offices, creating customer relationships and arousing interest in the opportunity or generation of jobs in that Organization, and, finally, the purpose of the notary's duties in terms of improving the quality of services and promoting social justice.

Graph 7 – Evaluative aspects of a program in relation to the organizational climate



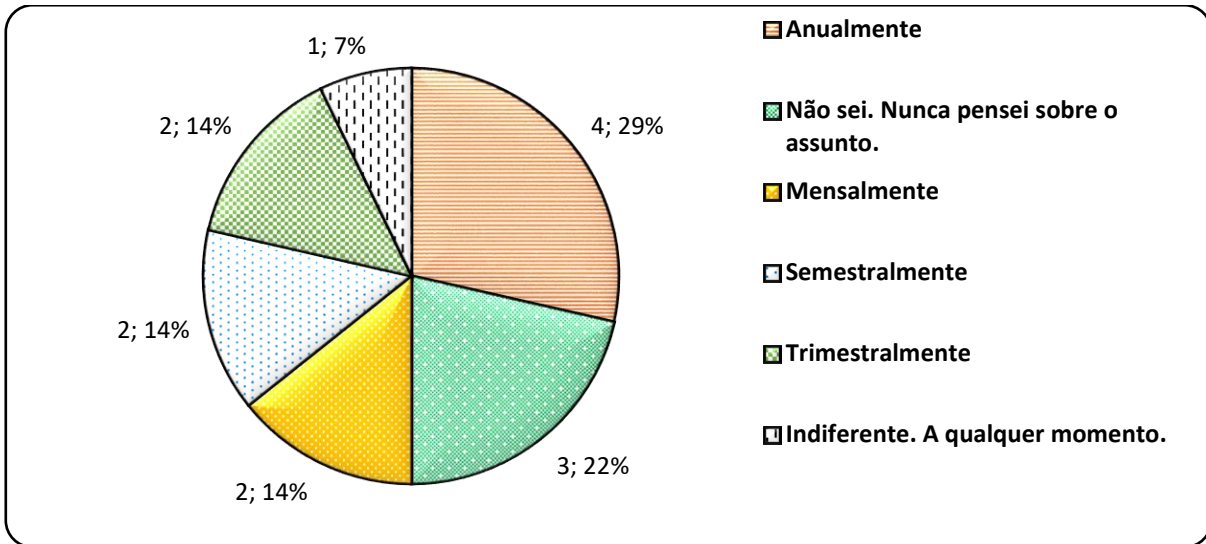
Source: Research data. Prepared by the authors (2023).

According to graph 7, the analysis of the responses reveals a variety of elements considered essential for a healthy organizational climate regarding the implementation of an employee recognition and promotion program. According to Dutra, Joel Souza (2016), “recognition is when employees feel motivated, valued and committed to the organization and this is reflected in a series of positive aspects, such as increased productivity, job satisfaction and employee retention. talents.” This means that the appropriate organizational climate in the registry office would promote a culture of respect, trust and collaboration,

which can be done through actions such as open communication, respect for diversity, etc.

In addition to these actions, the organization can also promote an adequate organizational climate through awards and recognition programs. Awards programs can be a way of demonstrating to employees that their work is valued and that they are important to the organization and, therefore, the recognition and appreciation of a clear purpose and incentives for the emergence of effective leadership, culture learning and development, that is, a positive organizational climate, the organization can increase productivity, job satisfaction and talent retention.

Graph 8 – Assessment of the Periodicity of the Application of Campaigns to Measure Organizational Climate



Source: Research data. Prepared by the authors (2023).

According to graph 8, on the frequency of application of organizational climate programs, a variety of elements were found considering an average that seeks research and not its cancellation, according to Dutra, Joel Souza (2016), cites the research carried out in companies:

management policies and practices and/or to verify the effectiveness of leadership preparation actions (DUTRA, 2016).

In organizations that regularly carry out climate surveys, monitoring and control questions are inserted to verify the effectiveness of people

In addition to the analysis of the data tabulated in the research, the frequency of responses arranged in a *Wordcloud*, that is, in a *Word Cloud*, was created, as seen in terms of incentives - Point out 3 fundamental incentive criteria that should be included in an Assessment Program of Performance in a Notary Organization, as seen in figure 5, below:

Furthermore, with the result obtained in terms of production targets, the performance indicators indicate that adoption can increase productive performance and continuous improvement of the registry office, including in terms of time and quality of service, or in other aspects of leadership, or financial management, that is, improving the quality of life and climate among professionals in the organization researched.

Furthermore, the expectations of this research were also met, as all the work confirmed through the results that the administrative theory of internal marketing can confirm and demonstrate how it is possible to use tools that are studied and confirmed by their creators. In other words, internal marketing is essential to identify, analyze, design and include techniques and tools for improving the environment and interpersonal relationships based on internal marketing (endomarketing).

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