

Together WE Will: Coaching Our Leaders

Our aim is to help our leaders create consistent, honest and realistic introductions to each 'Together WE Will' All Hands meeting.

WE will do this by:

- Providing a simple framework for them to work with.
- Helping them to create memorable, well structured, personal stories.

Our Values



Integrity
Be real



Passion
Committed in heart & mind



Collaboration
Leverage collective genius



Leadership
Courage to shape a better future



Accountability
If it is to be, it's up to me



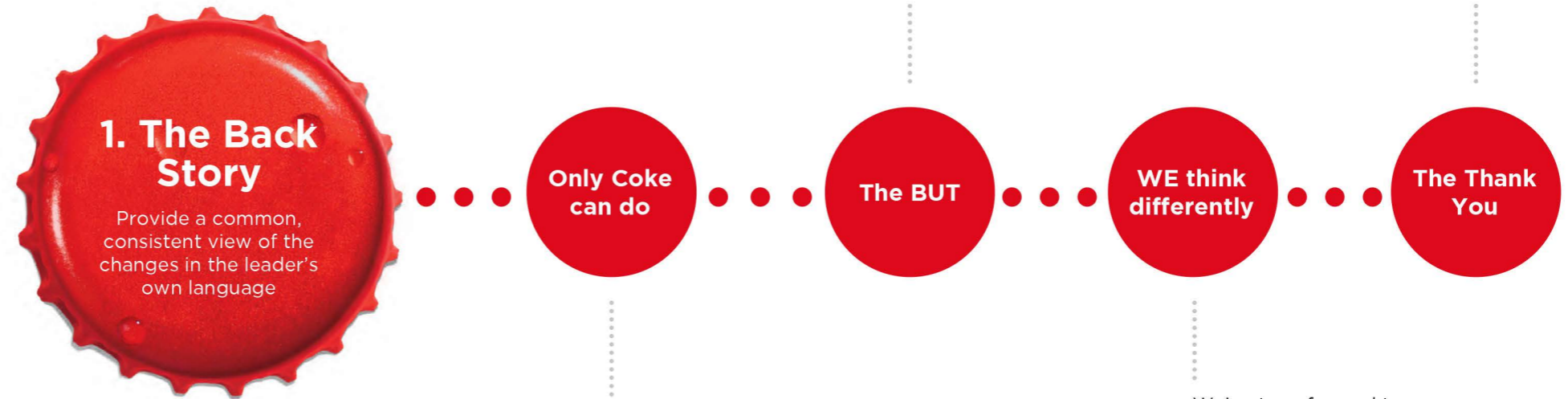
Diversity
As inclusive as our brands



Quality
What we do, we do well

Do's and Don'ts

- ✓ Tell engaging stories
- ✓ Be authentic
- ✓ Try out your ideas
- ✓ Use real language
- ✗ Not corporate speak



Provide a common, consistent view of the changes in the leader's own language

Only Coke can do

The BUT

WE think differently

The Thank You

We need to capture a larger share of industry growth and unlock the growth in developed markets. Some think that this can't be done.

Thank you for your patience and professionalism. I know that it hasn't been easy.



Inspiring innovation
since 1886



125 years
of sharing happiness



Moments of refreshment
every day



Products sold in **200+** countries



Longest continuous sponsor of the **Olympics**



1969
It's the real thing



1971
I'd like to buy the world a coke

We've transformed to:

- Make faster decisions
- Be better able to scale
- Be bolder
- Collaborate better



2. Leader Story

Show the human side of leadership, be honest and realistic

- What has 2015 been like for me?
- What am I excited about?
- What is going to be most challenging?
- How WE are going to succeed?
- How everyone will support me?
- What each of you will get from that?



3. Local Flavour

Bring the values to life through local examples and stories

- Passion**
The fire that drives us
- Diversity**
Celebrate our differences
- Collaboration**
We are better together
- Leadership**
The courage of our convictions