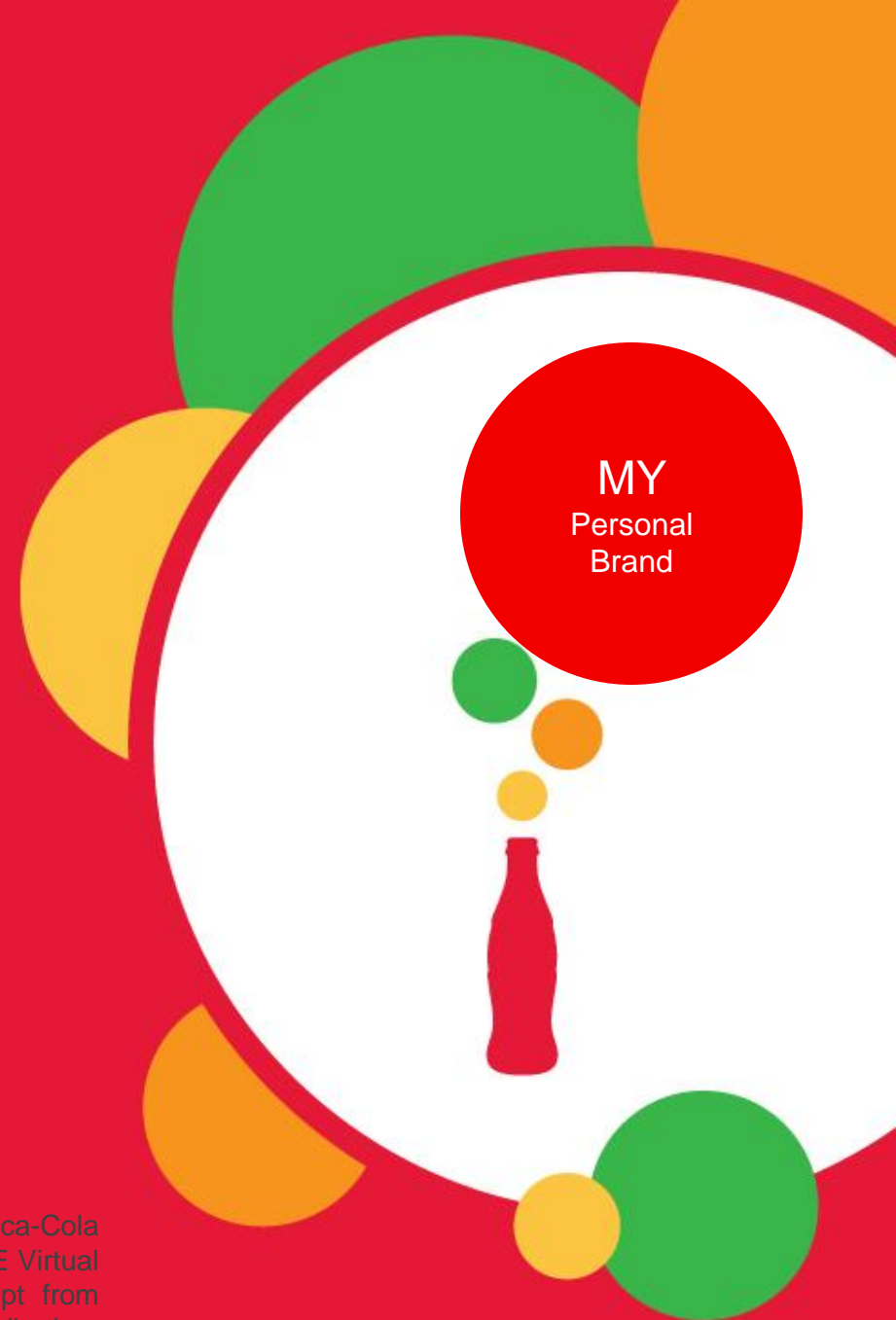


MY

Personal Brand

Presented by:
Diego Putrueli
HRD Latin America
Concentrate Plants TCCC

July 2013



This presentation is a compilation of materials provided by The Coca-Cola Company. The information in this document is intended for the use of UADE Virtual and may contain information that is confidential, privileged and exempt from disclosure under applicable law. Any printing, copying, dissemination, distribution, disclosure or forwarding of this document is strictly prohibited.



**YOU Grow
WE Grow**



Growth & Development Planning

YOU Grow
WE Grow

Process Kick Off

BU
presents the Growth & Development Months and key outcomes / milestones (Town Hall or Mail)

February 2013

All Associates

Associates Communications from Sponsors

- Associates responsibility
- G&D Months Activities descriptions & Dates

March 1st

Associates & People Mgrs

e-Invitation



- HMM Recommendations:
- . Career Management
 - . Coaching Development

March 5th

All Associates

LET's Talk TODAY! Conversations

- Associates and Managers have conversations to discuss and agree their plans.

March 15 – April 26

Associates & People Mgrs

MY Personal Brand Workshop

- Based on Create, this WS focused on DEPA Model, How to build a Career & Development Plans and upload plans in the system
- Talent Profile for Associates & People Managers

March 14th – April 26

All Associates

e-Invitation Interactive Tools



- Invitation to explore DEPA Model
- Invitation to play the GROW Project



March 13th

You own your career @ KO

- **How to build a solid Career & Development Plans for building a strong career @ KO**
 - **Resources and Tools to support along the way**
 - **How to facilitate the process from MY role of People Manager**
- 

Video



**YOU Grow
WE Grow**

MY Role as a People Manager

Introductions & Objectives...

3 key messages

3

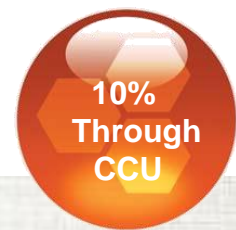
Key messages for me... as a People Manager

1

TCCC

Development
Framework

TCCC Learning & Development approach



DEVELOPMENT FRAMEWORK AN EVOLUTIONARY PATH TO DEVELOPMENT

70%

ON-THE-JOB DEVELOPMENT
Learning gained through work assignments and special projects.

20%

COACHING, FEEDBACK & MENTORING
Knowledge built through interaction with others.

10%

TRAINING
Courseware designed to develop knowledge and skills.

TCCC Learning & Development approach




**YOU Grow
WE Grow**



70%



20%



**10%
Through
CCU**

Learning & Development at TCCC
is about much more than coursework.
We believe that a well-rounded knowledge-base is
created when you focus on a formula that combines:
On the Job Experience, Coaching, Mentoring and
Feedback, and Formal Instruction.

How to build **MY Development & Career Plans**

considering...





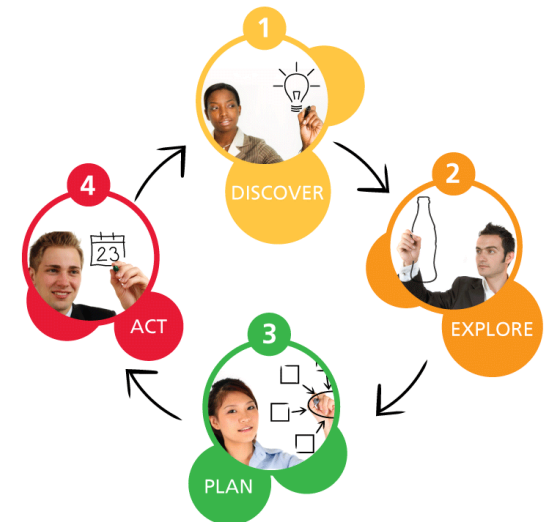
WHAT'S YOUR SECRET FORMULA?



 The Coca-Cola Competency Framework



ALL LEADERS AND EMPLOYEES	<p>Drives Innovative Business Improvements</p> <p>Develops ideas and gains others' commitment; Seizes opportunities that can deliver the greatest value; Promotes an environment of creative thinking and innovation</p>	<p>Delivers Results</p> <p>Takes accountability, ensuring productive, efficient execution against priorities; Sets ambitious yet realistic goals and removes obstacles to ensure high-quality results through effective communication</p>	<p>Develops and Inspires Others</p> <p>Develops others, improving their skills/capabilities; Provides, seeks and accepts feedback; Supports the diverse contributions of others; Engages others through effective communication</p>
	<p>Balances Immediate and Long-Term Priorities</p> <p>Meets critical objectives while considering the impact of those activities on long-term goals; Translates strategic direction into personal actions/plan</p>	<p>Imports and Exports Good Ideas</p> <p>Shares and adopts ideas in and outside the Company; Leverages insights to inform actions or gain support; Embraces change</p>	<p>Sets a Winning Example</p> <p>Demonstrates integrity, including placing Company interests ahead of personal agendas; Makes sound decisions and follows-through on them; Demonstrates passion for the Company and its products</p>
	<p>Builds Vision and Strategy</p> <p>Translates the vision into a compelling destination, communicates it to others and takes bold action to deliver upon it; Manages through complexity to provide strategic direction for the future</p>	<p>Influences the System</p> <p>Applies influence strategies and negotiation skills to achieve win-win results; Adapts style based on the situation and audience</p>	<p>Builds a Winning Culture</p> <p>Leads culture change, including a case for change and vision; Supports the future culture, even in challenging situations; Builds a team that includes complimentary strengths</p>
LEADER OF LEADERS			



Learning methodology

70%

20%

10%
Through
CCU

In-classroom sessions only by invitation

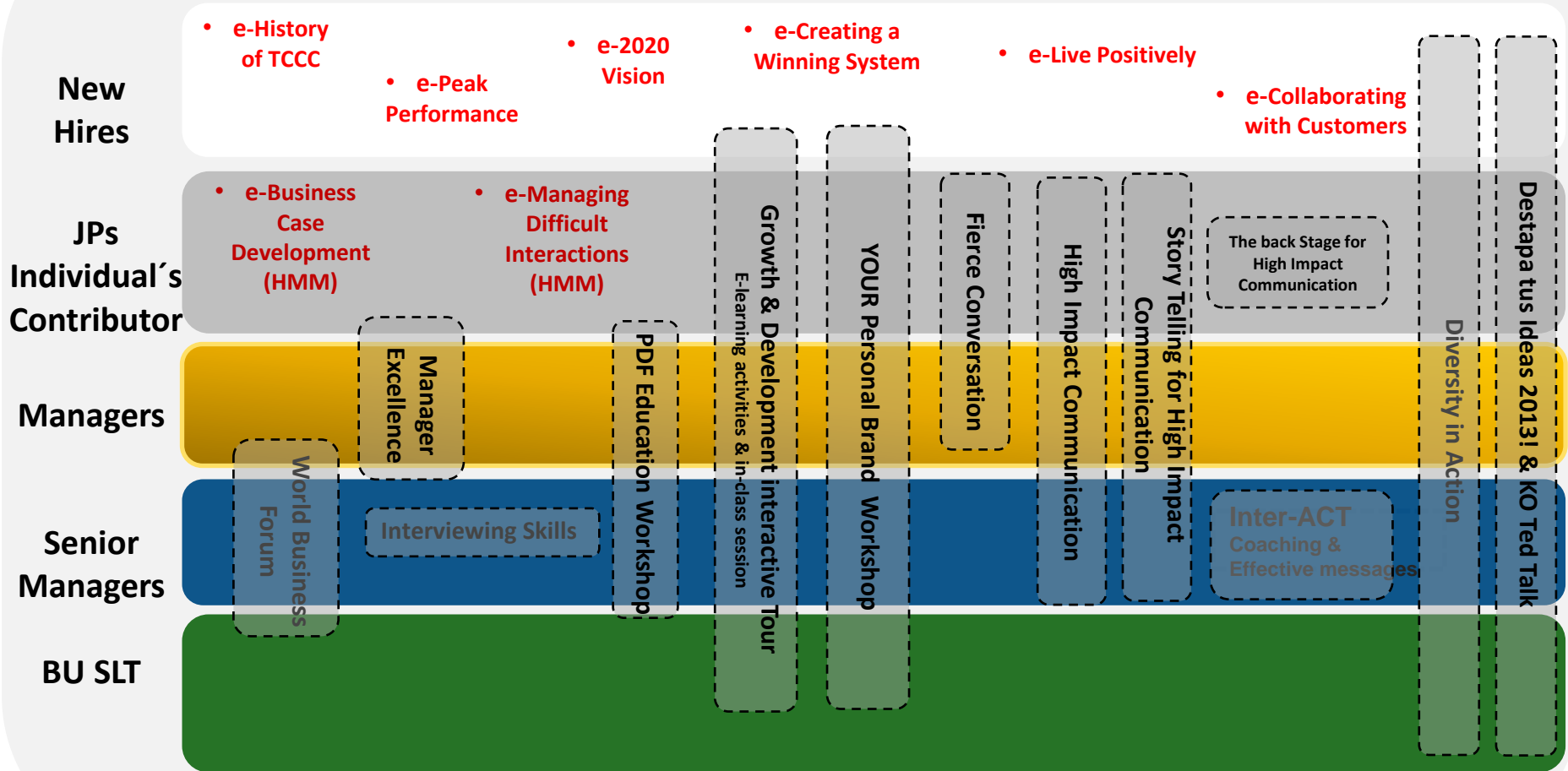


Personal Development & Leadership
Curricula + Core Pillars Programs

e-learning



Personal Development



Leadership Regional & Global Offer

Leader of Others

- TCCC Way of Leading Team (Frontline Leaders)
- Women in Leadership (12-13)

Leader of Leaders

- Women in Leadership
- TCCC Way of Leading Teams
- Next Gen Forums (GM, CCL, Mktg)
- Catalyst

Curricula by core Pillars or Functions



Marketing

DNA Mktg
Functional Learning Plan

In-class room sessions
+ SparkCity e-learning

Strategic Planning & Insight

SP&I
Functional Learning Plan

In-class room sessions
+ e-learning

CCL & FL

CCL & FL
Functional Learning Plan

In-class-room sessions
+ e-learning
+ Capability Learning Center for Bottlers and Customer KO Associates

Finance

Finance
Functional Learning Plan

In-class-room sessions
+ e-learning
(We make it happen)

Supply Chain

Technical
Functional Learning Plan

2

Let's Talk Today

Development & Career Plans Conversations

Your Role as a Manager: How to prepare for the Career Development Discussion

BEFORE THE DISCUSSION...

Review:

- Multiple resources to determine the associate's current performance level, including:
 - Performance reviews, past and present
 - PDF feedback
 - Informally gathered behavioral feedback from the associate's peers, clients, mentors, direct reports, etc.
- Initial drafts of the individual's career aspirations, strengths and development opportunities, and development plans. Note: If the associate has not already done so, ask the associate to complete an initial draft of the career development plan in Online Talent Management.
 - Access Online Talent Management to review the associate's Talent Profile.

Prepare:

- An outline or notes for discussion containing the behavioral feedback, advice, and information that you plan to share during the discussion.
- Ideas on short-term and long-term career experiences for the associate, based on the associate's performance and potential.
- A list of career development resources that will be helpful in the associate's development. This could include self-paced courses, informational meetings with individuals in the desired career area or other on-the-job development opportunities.

HELPFUL TIPS

Questions to Consider:

- What will help the associate become more effective in his/her current role?
- What key strengths does the associate have that should be leveraged?
- What development needs must be addressed in order for the associate to progress in his/her career?
- What CCR core competencies are the associate's strengths? Where does he/she need additional development?
- What are the key learning opportunities or experiences that the associate should build into his/her development plan to enhance current and future performance?



1

DISCOVER – Assist the associate with discovering his/her passions, interests and career aspirations.

Remember to:

- Be encouraging and constructive at all times.
- Stay as open-minded and flexible as possible – remember to seek to understand.
- Respect the confidentiality of the discussion.
- Be sincere, honest, and candid.
- Show empathy for the associate's feelings.

You Should:

- Assess strengths and development areas. Take this opportunity to understand the associate's self-perception of strengths and development areas, as well as offer constructive feedback.
- Allow the associate to openly discuss his/her career aspirations, and provide your recommendations on the possible career experiences based on your perspective and feedback.



Your Role as a Manager: How to prepare for the Career Development Discussion



Questions to Ask the Associate:

- What roles or activities have you enjoyed in your current or past experiences? Why?
- What do you find challenging about your current work? How can you continue to find challenges in your work?
- Which roles or activities have been most unsatisfying and why?
- What skills or activities do you do very well or have you mastered?
- What skills or activities do you feel you lack or need to strengthen?
- What do you want your legacy (personal and professional) to be?
- How do others perceive you (customers, peers, managers, etc.)?
- How do you want others to see you over the next three to five years?
- What contributions do you feel you are making to the organization?



EXPLORE – Assist the associate with exploring career experiences and learning opportunities that are in line with his/her strengths, areas for long-term developmental growth, and career aspirations.

You Should:

- Consider what future career experiences are necessary to support future development for the associate based on career interests and aspirations.
- Consider development opportunities for the associate's current role, such as on-the-job development that will support current performance and development for future experiences.
- Reflect on critical experiences for development that may exist in lateral or project roles.
- Think through what critical experiences may be well suited for the associate on a mid- to long-term basis to support ongoing development.

Questions to Ask the Associate:

- Where do you see your career in the next two to five years – what experiences will you have had?
- What are the opportunities for you to develop in your current role?
- What are other areas of interest within your function, discipline, or area of expertise?
- What areas of the Company would you like to learn more about?
- What are a few possible next career experiences/options for you and what are the implications of each?
- What are barriers and enablers to each of these career experiences/options?

PLAN – Assist the associate with determining gaps in experiences and skills and create actions to close those gaps.

You Should:

- Assist the associate in determining realistic "next experiences" (as appropriate). To gain greater understanding of future experiences, the associate may wish to "Explore" further as a development opportunity through informational interviews (set up through the associate, manager, or other connections), and networking.
- Reinforce on-the-job learning solutions which account for 70% of how adults learn – versus 20% from others and 10% from classroom/education/training.
- Help the associate become familiar with relevant, internal career opportunities, both lateral and promotional (if appropriate).



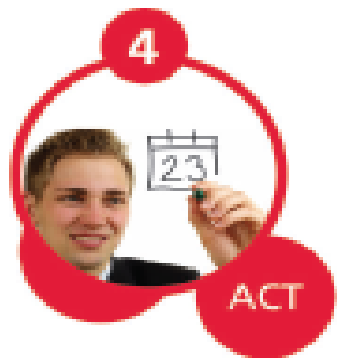
- Familiarize yourself with learning opportunities that are in line with the associate's career goals. Such opportunities can include self-paced courses housed within CCR's Learning Center or assignments that will help the associate enhance a specific skill.
- Suggest development options unfamiliar to the associate.
- Assist the associate in selecting the most relevant development goals and supporting development activities. Assist him/her in committing to a development timeline. This is an opportunity to gain the associate's commitment to his/her development.

Your Role as a Manager: How to prepare for the Career Development Discussion

- Remember that your understanding of the associate's career interests and your commitment to supporting a development plan drives engagement and retention – you'll gain a better understanding of what drives the associate's commitment to CCR, and ensure that the associate understands his/her value to the company.
- Conclude the discussion by agreeing on specific action items and an agreed upon follow-up meeting.

Questions to Ask the Associate:

- What skills do you feel you need to have to help you accomplish your career aspirations?
- What development opportunities exist in your daily work to become better at what you do and will prepare you for future career experiences?
- What would you like a future project or assignment to be?
- What learning opportunities do you feel will help you gain the knowledge and experience that you need to achieve your career aspirations?
- How can you leverage/expand your network to make progress towards your development goals?
- Are you clear about the agreed upon action steps?
- How can I help you achieve your development goals?
- How can we commit to follow through on your development goals and activities?
- What routines can we establish to check in on your progress?



ACT – Demonstrate your commitment to your associate's development by following up on agreed upon action items, allowing appropriate time for development activities, and scheduling follow-up meetings for further discussion about development.

You Should:

- Follow up on any action items or commitments that you have made to the associate. This demonstrates your commitment to the associate's development.
- Allocate time in the associate's workload so that he/she has the opportunity to engage in development opportunities.
- Schedule regular follow-up meetings, as agreed to with the associate, to discuss progress and any necessary changes to the associate's development plan.

Appendix – Overview on-line content



CAREER DEVELOPMENT COMPONENTS

CONTENT



DISCOVER...your Own Secret Formula

- Base ingredients to support your secret formula
- Self Awareness tools – interests, strengths
- How to build your personal 2020 vision
- How to build your **personal brand**
- Harvard ManageMentor on-line career module



EXPLORE...a World of Possibilities With Coca-Cola

- TCCC Career options (career videos)
- How others at TCCC have succeeded
- Critical Experiences
- Career & Learning Paths
- e-Career Game



PLAN...for success

- Talent Framework – self assessment & closing gaps
- Map a path to your Career goals
- 70-20-10 resources
- P3 Career & Development plans and Talent Profile
- Discuss career Options



ACT...now

- Track your progress
- Stay Positive!
- Continuous improvement resources (e.g. Harvard)

3

Talent Profile

MY Personal Brand

Talent Profiles: What they are and how we use them!

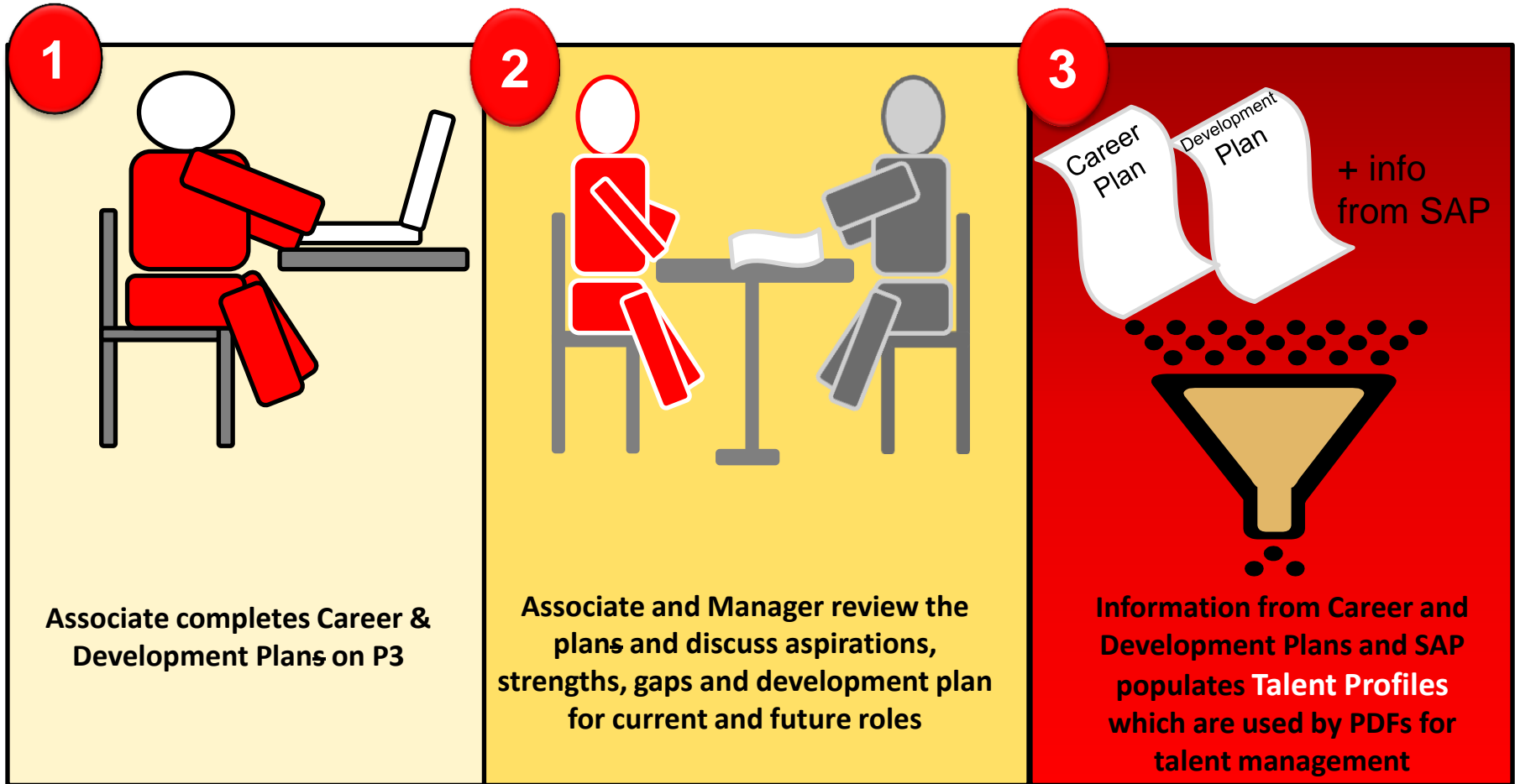
- Your Talent Profile is a document that summarizes your Career and Development Plans and is used by leaders to get to know you during People Development Forums (PDFs) or anytime during the year. It's ***“your voice” as leaders discuss talent and plan for succession.***
- ***You own your Talent Profile*** and should update it regularly through the online Peak Performance Plans. How you present yourself on your profile makes a difference – it's a key way to build your “personal brand.”
- Valuable career discussions are important input to generating high quality Talent Profiles. Gather input from different perspectives including your manager who is sure to have useful insights.

People Manager's Role in Creating Talent Profiles

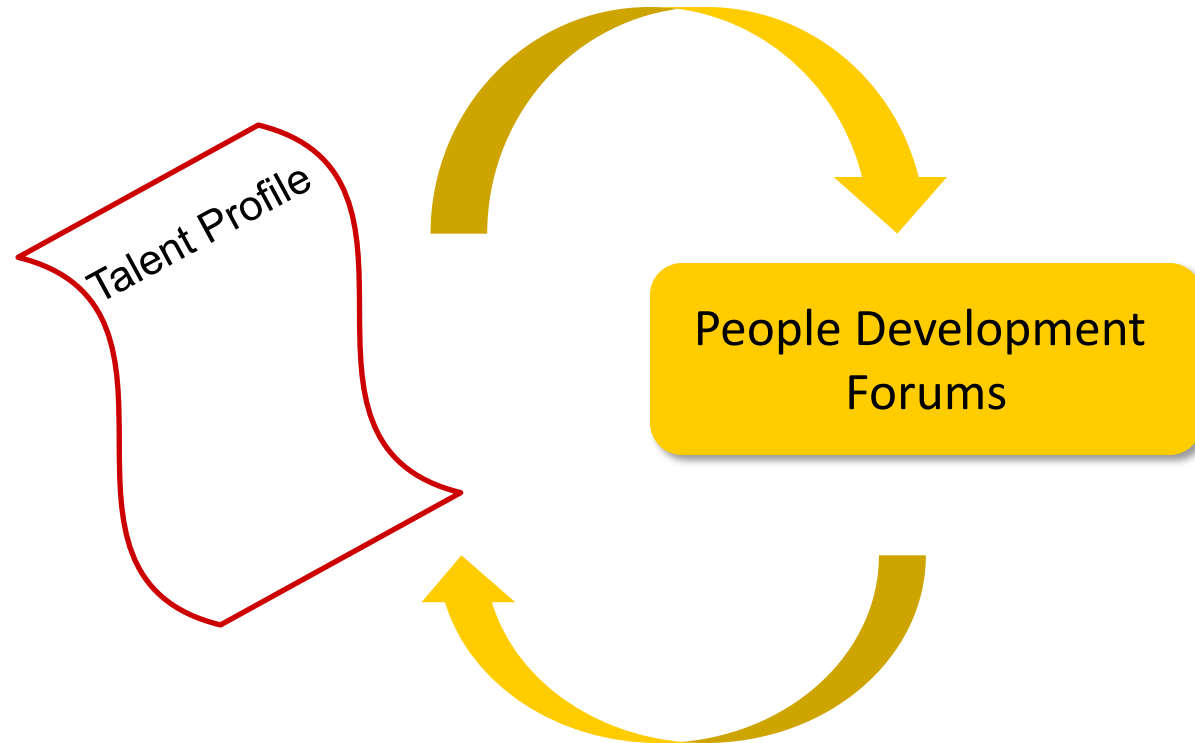


- Have great career and development conversations with associates
- Ask associates to update their online career and development plans to reflect these conversations. Encourage them to view their profile to ensure it is the best possible representation of their personal brand! While associates own their profiles, managers can provide valuable input to help associates generate complete and accurate profiles that project the image they want to convey.
- Managers' view of profiles includes some fields that are not available for the associate to view (i.e., risk of loss, potential rating, PDF comments, talent pool placement, suggested next role and readiness). When using the Talent Profile in discussions with the associate, *always use the associate's view*.

Associates Now Generate Talent Profiles Via their Career & Development Plans



Talent Profiles Inform PDFs and Vice Versa



Talent Profiles support:

- **PDFs** – and their vision to have exceptional talent ready now for all key roles
- **Associates** – in achieving their career goals
- **People Managers** – in having career and development conversations and feeding back comments to associates from PDF discussions

What a Talent Profile Looks Like

Start Building YOUR Personal Brand through your Talent Profile!

You have the opportunity to make your Profile truly reflect the professional you: your experiences, strengths, areas of development, and your aspirations for your career

Anna KO

Marketing Lead

Group:	OPE-This is the Operations SBU xxxxxx	Career History (Including Non-KO)
BU:	NAD-Cust Alliance&Mkting Divison xxxx	08/10-present, Coca-Cola North America, Marketing Lead, Atlanta-USA
Function:	Finance	08/09-07/10, CCE Bottler, Sr Brand Manager, Atlanta, GA-USA
Reports to:	Kristopher Carlton June-Hoger III	08/08-07/09, CCE Bottler, Brand Manager II, Atlanta, GA-USA
Location:	Atlanta-Georgia	04/06-07/08, CCE Bottler, Brand Manager, Atlanta, GA-USA
Date Releasable:	12/2012	04/04-03/05, CCE Bottler, SR Marketing Assoc, Minneapolis, MN-USA
Time in Role:	Less than 1 year	04/02-03/04, CCE Bottler, Marketing Assoc II, Minneapolis, MN-USA
Years in TCCC:	13	01/00-03/02, CCE Bottler, Marketing Assoc, Minneapolis, MN-USA
Job/Salary Grade:	7 (JG); 10 (SG)	
Gender / Ethnicity:	Female, White	
Performance Trend:	EP (11); SP (10); DP (09)	



Career Aspirations: Immediate/short term:International assignment in Marketing; **Medium term:**Become International Brand Manager; **Long term:**Marketing Executive at Headquarters

Strengths: Attention to Detail - able to manage multiple projects at a detailed level. Balances short and long term goals - ability to prioritize activities by due dates. Sets a Winning Example - always willing to pitch in where needed to meet team deliverables.

Development Areas: I see my role evolving into a broader arena. I see substantial opportunity to exploit our existing solutions further, as well as to begin to provide a framework for cross functional Business Services group aligned against a Shared Services process & solutions framework. Builds Vision & Strategy Influences the System Builds a Winning Culture

Plans to Address Development Gaps: Imports & Exports Good Ideas: Participate in SAP User Groups, SAP Influence Councils, Customer Value Networks, ASUG and SAP Insider conferences as appropriate; **Drives Innovative Business Improvements:** Collaborate with SAP, other companies and 3rd party vendors to provide input on new and innovative solutions.

Nationality: Belgian, American, Afghani

Willing to Relocate? Yes

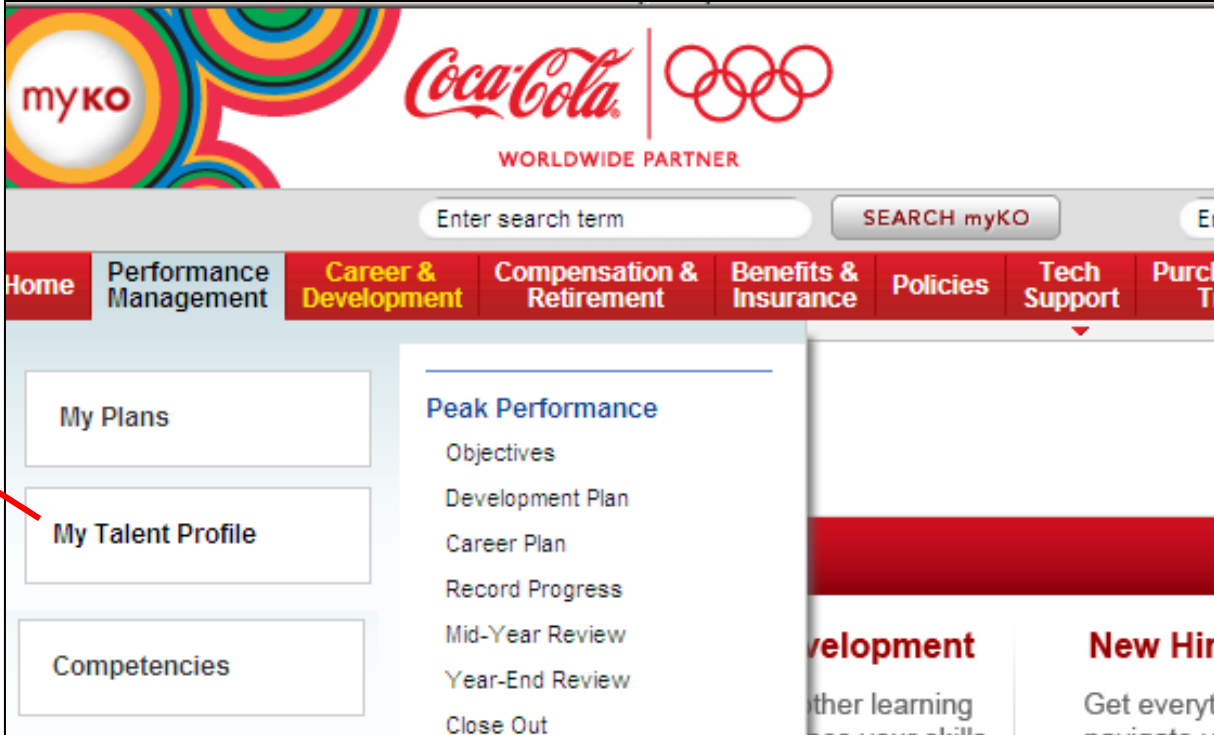
Year Available to Relocate: 2013

Mobility Details: Looking for an International Marketing Position, preferrably relocating to a major city such as London, Paris, or Madrid as a base of operation and willing to travel up to 50%.

Currently on Mobility Package: No

Does your profile reflect your brand?

Then, take a look at the finished product!
Does your profile reflect your unique brand attributes?
If not, go back and make adjustments.
This is your introduction to PDFs – make it memorable!



The screenshot displays the myKO performance management system interface. At the top left is the myKO logo, and to its right is the Coca-Cola logo with the Olympic rings and the text "WORLDWIDE PARTNER". Below the logos is a search bar with the text "Enter search term" and a "SEARCH myKO" button. A navigation menu is located below the search bar, with tabs for "Home", "Performance Management", "Career & Development", "Compensation & Retirement", "Benefits & Insurance", "Policies", "Tech Support", and "Purchasing". The "Performance Management" tab is selected. Under this tab, there are three main sections: "My Plans", "My Talent Profile", and "Competencies". A red arrow points from a red box on the left containing the text "Performance Management" to the "My Talent Profile" section. To the right of the "My Talent Profile" section, there is a dropdown menu titled "Peak Performance" with the following options: "Objectives", "Development Plan", "Career Plan", "Record Progress", "Mid-Year Review", "Year-End Review", and "Close Out".

**Performance
Management**

Remember:
Strong Talent Profiles are an output...

...of strong Career and Development Conversations



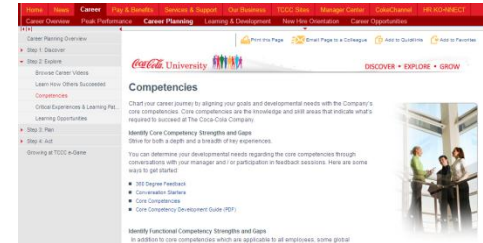
Tools & Resources



What are you looking for?

Tool

Where can I find more information about the Core Competencies and the Functional Competencies?



myKO/
Career/
Career Planning/
Explore/
Competencies

Where can I find my Individual Development Plan and my Career Plan?



myKO/
Career/
Peak Performance/
Click on Development Plan or
Career Plan

Where can I find the Learning and Development resources?



myKO/
Career/
Learning and Development

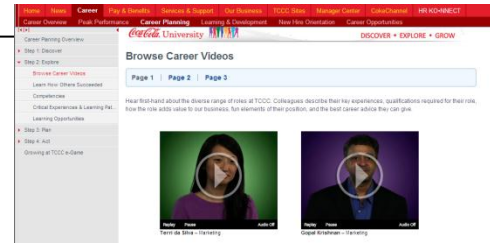
What are you looking for? Tool

Where can I find online tools to discover what motivates me?



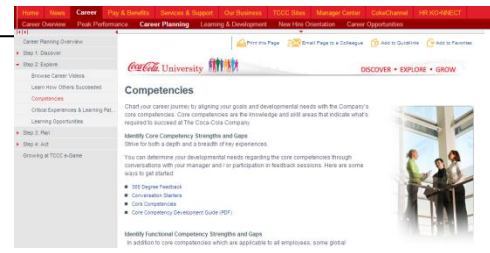
myKO/
Career/
Career Planning/
Discover

Where can I learn about how others have succeeded in their Careers?



myKO/
Career/
Career Planning/
Explore/
"Browse Career Videos" or
"Learn How Others Succeeded"

Where can I find more information about the Core Competencies and the Functional Competencies?



myKO/
Career/
Career Planning/
Explore/
Competencies

Where do I find support in understanding the critical experiences necessary for my current or next role?



myKO/
Career/
Career Planning/
Explore/
Critical Experiences and
Learning Paths

(Please note – we have Learning Paths on Customer & Commercial Leadership. Franchise Leadership & Consumer Marketing)

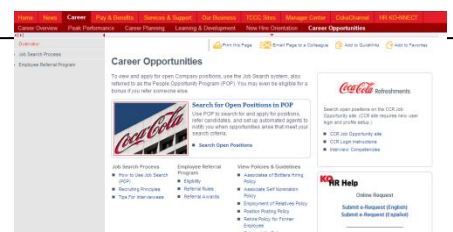
What are you looking for? Tool

Where can I find my Individual Development Plan and my Career Plan?



myKO/
Career/
Peak Performance/
Click on Development Plan or
Career Plan

Where do I find job opportunities?



myKO/
Career/
Career Opportunities

How do I have a Career discussion with my manager?



myKO/
Career/
Career Planning/
Discuss Career Options

Where can I find the Learning and Development resources?



myKO/
Career/
Learning and Development

**CAREER
OBJECTIVE:**

[Enter your Long Term Career Objective Here
Example: Business Unit Marketing Director]

[Enter Your Name]

1

DISCOVER...what ignites your spirit



List Personality Traits

List Working Style Preferences

List Values

List Existing Experiences

2

EXPLORE...a world of possibilities

List Top 3 Roles You Are Interested In

1.

2.

3.



3

PLAN...your path



**Determine Gaps in Experience, Skills,
Qualifications:**

Identify a coach or mentor:

4

ACT...without delay

Document Your Development Plan:



**Ensure your Career and Development Plans are entered
into the online system and approved by your manager.**

Thank you

