



Bringing Our Leadership Behaviors to Life

ENGAGE AND INSPIRE GROWTH

Demonstrate passion for our business, engage others with courageous leadership, and inspire each other to excel.

The Leadership Behavior **Engage and Inspire Growth** encourages you to set the pace for self- and professional development by testing new ideas, thinking beyond current boundaries, sharing your expertise, and connecting with others to expand your knowledge.



Our Communication:

- Have open lines of communication. Two-way feedback.
- Follow through with 1:1 cadences.
- Be transparent about needs and circumstances.
- Have honest and open communication on development and career.
- Seek feedback from bottlers, customers and stakeholders in the moment.
- It's ok to say no – level set expectations.
- Have the courage to deliver tough messages when needed.



Our Activity:

- Be courageous. Share your ideas. Lead by example.
- Remove barriers. Stand up for your team. Support your team and encourage success.
- Appreciate thought leadership.
- Model what you want the culture to be.
- Share your knowledge, experience and guidance with others.



Our Growth:

- Own your career development by understanding what you want, what roles are available, and the skills needed to obtain those roles.
- Focus on recruiting, engaging and retaining the best talent.
- Promote a culture of learning. Invest in our people through workshops, mentoring, continuing education, job shadowing, cross-functional training, etc.
- Have monthly check-ins with your manager. No surprises in talent sessions.
- Have intellectual curiosity. Learn more about the brands, our company, a new role or a person.



Our Organization:

- Be a Brand Ambassador. Have passion for the business (CCBSS and the Coca-Cola North America Bottling System).
- Engage with all people, at all levels in CCBSS.
- Help to create a great onboarding experience both at company-level and functional-level.
- Build our people, the business and an optimistic future.
- Recognize above and beyond effort.

Engage and Inspire Growth ... Cliff Notes & Illustrations



When we **Engage and Inspire Growth** we:

1. Have intellectual curiosity:
 - ✓ In our business, understanding how our work fits into the larger sequence of activities is critical. There are two steps: Step 1) learn about the “upstream” of a particular request, order, or project – ask: What’s the origin of this project? What is the business problem we are solving with this request? Knowing this information gives you the “big picture” of your work. Step 2) understand how your work impacts subsequent activities – ask: After I complete this work, where does it go from here? Who benefits from the project I just completed? The “downstream” view helps to frame how you deliver your work and in what format.
2. Share your knowledge, experience and guidance with others:
 - ✓ Learn. Do. Teach. Freely sharing what you know with colleagues is transformational. Reinforcing to you and enriching for your team members, the entire organization benefits when you openly offer thoughts and ideas that can enhance how we deliver to our stakeholders.
3. Have the courage to deliver tough messages when needed:
 - ✓ Sometimes to attain collective success, challenging conversations need to happen. It’s when you hold that difficult discussion, with positive intent, you are signaling to the other person – I care enough to go out on a limb and share something that may be uncomfortable for both of us...and I do it because you are important to me. With this conversation, you can inspire growth.
4. Recognize above and beyond effort:
 - ✓ You have the opportunity every day to call out the good that your colleagues are doing. Whether it’s one-on-one, via email, in a team meeting or through Teamphoria, as we lift each other up, we, together, lift the entire CCBSS community.

Engage and Inspire Growth enables us to find the best in ourselves and our team creating an environment where iron sharpens iron and CCBSS’ evolution is propelled by corporate and personal development.

