

A person stands in a field at night, holding a bright light source. A glowing yellow tent is visible in the foreground. The background shows a dark landscape with mountains and a small town illuminated by lights. The sky is dark with a bright light source at the top.

MANAGEMENT EDUCATION

The catalyst to create magic

Lana Popović,

President Central & Eastern Europe,
The Coca-Cola Company



THE BUSINESS
NEEDS TO
REINVENT
ITSELF

**THE WORLD IS
CHANGING
AND SO
SHOULD WE**

- **Demanding Societies**
- **Digitization**
- **Disruptive Competition**

**CHANGE
AHEAD**



1910



...ALMOST
EVERYTHING
HAS CHANGED...

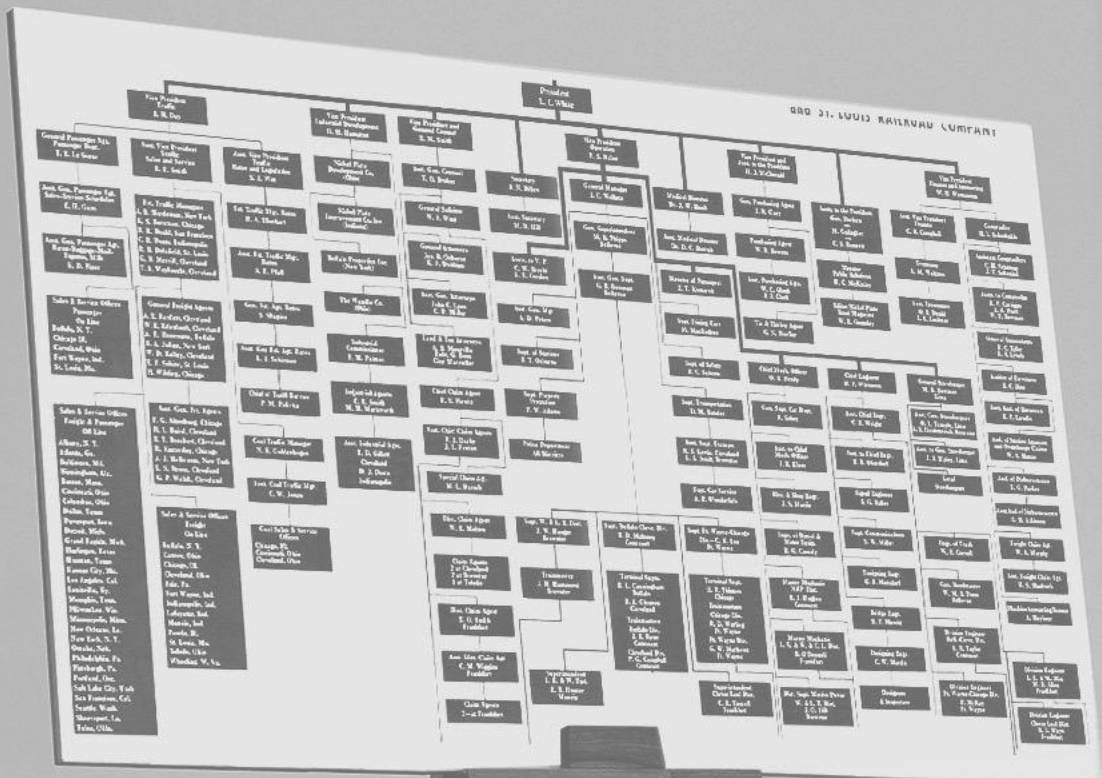


Today



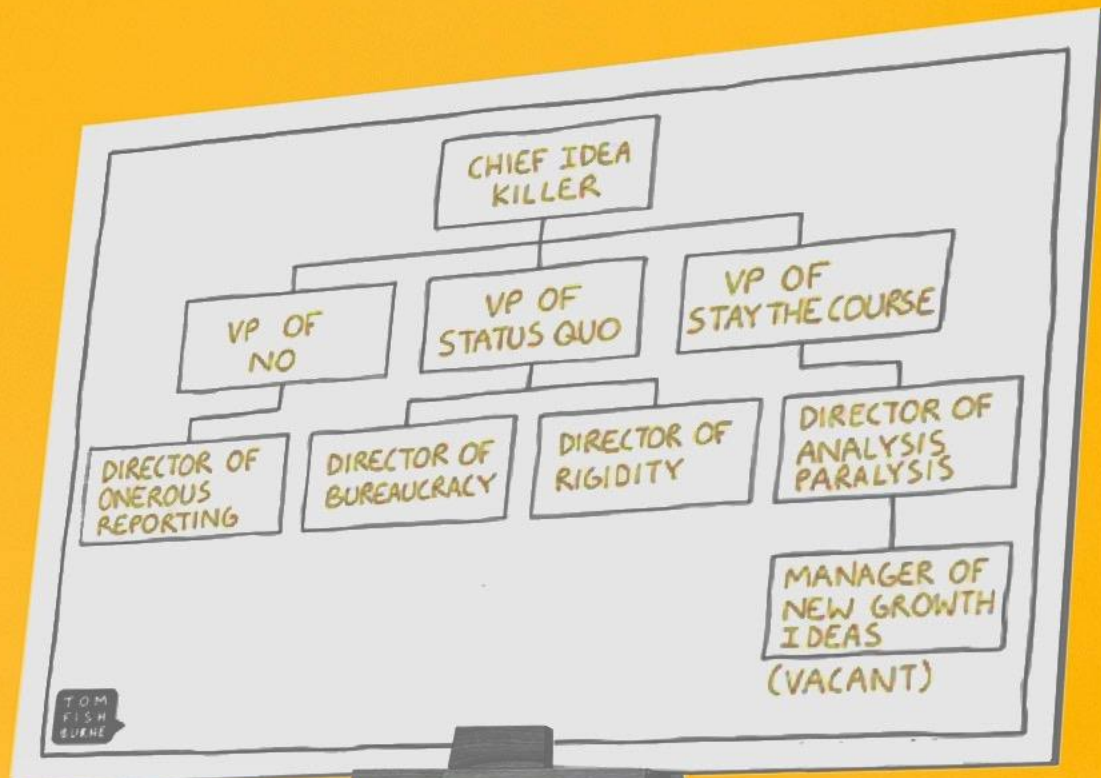
But not management.

**MANY ORGANIZATIONS
OPERATE AS IF THEY'RE
FROZEN IN TIME...**



1910

LEGACY ORGANIZATIONS ARE FAILING US AND WE KNOW IT...



Today

AS IF AMAZING
PEOPLE WOULD
SETTLE WITH
JUST HAVING A JOB





THE SHAME OF MANAGEMENT.

Less than 1/3 of global employees feel engaged in their jobs
and workplaces **during the last 15 years**

THE MANAGEMENT EDUCATION IS **DISRUPTED** AND NEEDS TO **REINVENT** ITSELF

- It no longer serves its purpose
- Not in sync with exponential developments
- Elite MBAs: value for money?



ADDRESSING 3 CHALLENGES IS KEY

- Disconnection with the real business needs
- Not meeting students' expectations
- Not addressing world's challenges





**THE OLDEST START-UP
IN THE WORLD**

**WE
ARE
GOING
TO
REINVENT
OURSELVES
AGAIN**



"THE WORLD BELONGS TO THE DISCONTENTED"

Robert Winship Woodruff - President of The Coca-Cola Company, 1923 - 1954

BEVERAGES FOR LIFE



THE COCA-COLA COMPANY



#NEVERSETTLE

THE *Coca-Cola* CO.

We need a radically different management model

for exponential growth with finite resources

We want to create work
that is vastly more productive,
fulfilling and purposeful.

Spoiler alert: pioneering organizations provide not just inspiration but a template for those aspiring to create more soulful type of organizations*

Culture makes or
breaks organizations

CULTURE



RESULTS

Many still dismiss
culture as “soft” stuff



WE WANT
TO GET
AWESOME
LEADERS



THE X FACTORS OF **AWESOME LEADERS**

TEAM PLAYERS

FEARLESS

AGILE

RESILIENT

CROSS DISCIPLINARY

SOULFUL

DRIVEN BY LEARNING. NOT STATUS.



DARE TO BE DIFFERENT!





WHAT'S THE WAY FORWARD

- Personalized education
- Tradition and innovation combined
- Managers with ethos



Thank you!