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
...almost everything has changed...
But not management.

MANY ORGANIZATIONS OPERATE AS IF THEY’RE FROZEN IN TIME...
LEGACY ORGANIZATIONS ARE FAILING US AND WE KNOW IT...
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

Source: Garei Hamel
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
WE ARE GOING TO REINVENT OURSELVES AGAIN

THE OLDEST START-UP IN THE WORLD
“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.

* Source: Frederik Laloux: Reinventing 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!