



x



Think  
Strategic  
POWERED BY *Coca-Cola*

**Change is the cost  
of growth.**



AT THE VAULT

# Ground Rules

**Make  
mistakes.**

**Recklessly  
collaborate.**

**Pursue  
the bold.**

**More than  
a meeting.**





**Weave it into our DNA > bold action**



CHANGE IS THE COST OF THE GROWTH

## 4 Unlock Exercises Throughout the 2 Days



WILLINGNESS

### Unlock 1

**The  
Willingness  
to Change**



IMAGINATION

### Unlock 2

**Flip the  
Perception**



EMPATHY

### Unlock 3

**Erase the  
Barriers**



COURAGEOUS  
ACTION

### Unlock 4

**Trade-off  
Choices**

**Think Strategic ➤ Act Strategic**



# Unlock 1



WILLINGNESS



IMAGINATION



EMPATHY



COURAGEOUS  
ACTION

**Unlock 1**

**The  
Willingness  
to Change**

**Unlock 2**

**Flip the  
Perception**

**Unlock 3**

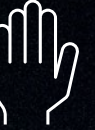
**Erase the  
Barriers**

**Unlock 4**

**Trade-off  
Choices**



UNLOCK 1



# The Willingness to Change

RESPOND WITH YOUR POINT OF VIEW

**AGREE**

**UNSURE**

**DISAGREE**



# We've just named what makes us hesitate when it comes to change.



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EMPATHY

Unlock 3

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COURAGEOUS  
ACTION

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Choices**



# Unlock 3



WILLINGNESS

Unlock 1

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Willingness  
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IMAGINATION

Unlock 2

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Perception**



EMPATHY

Unlock 3

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COURAGEOUS  
ACTION

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# Erase the Barriers

**1**

Think about the people on the other side of your questions.

**INTERNAL**

Marketing Teams, Frontline Employees, Franchisees, etc.

**EXTERNAL**

Consumers, Customers, Communities, etc.

**2**

In groups, pick a bold question(s). What's the barrier that stands in the way of answering it? Use your white board to fill in the blank.

We will ERASE

*SILOED DECISION MAKING &  
PERFECTIONISM*

to unlock *SPEED, MOMENTUM, AND ALIGNMENT*



# The barriers we erase for others are where bold change begins to take shape.



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EMPATHY

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# Unlock 4



WILLINGNESS

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BOLD GROWTH REQUIRES TRADE-OFFS.

**You can't choose both.  
Where will you stand?**



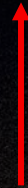


**SPEED** ← or → **CERTAINTY**





**INCREMENTAL  
CHANGE**



**or**



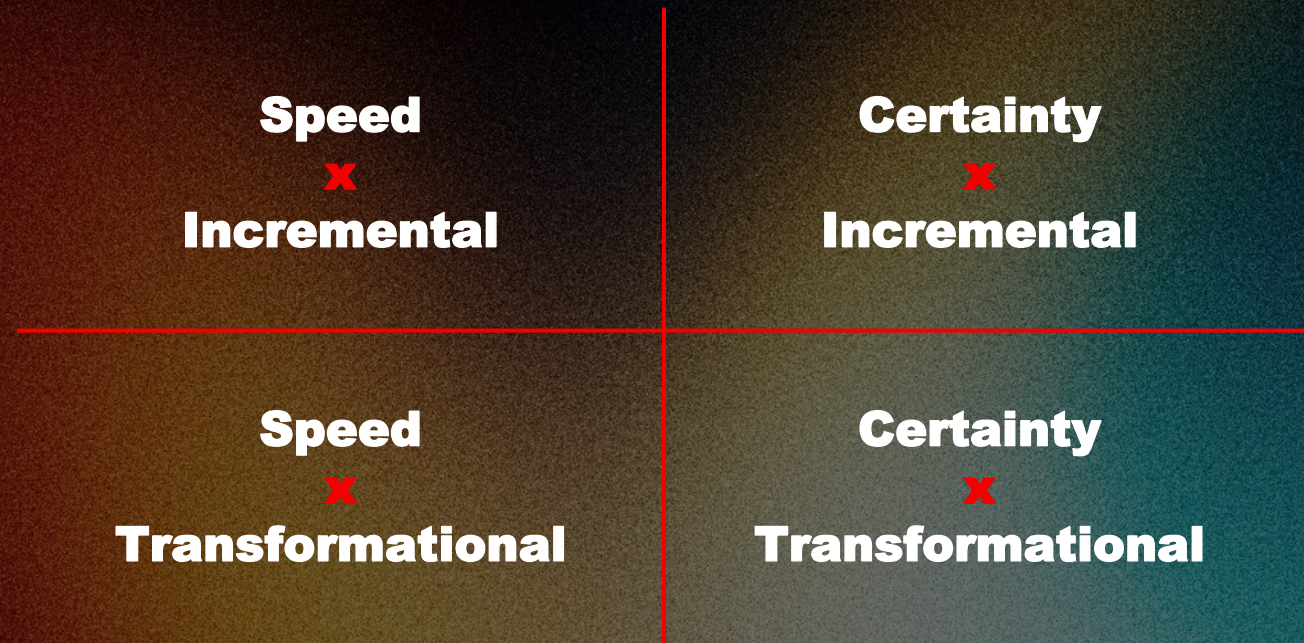
**TRANSFORMATIONAL  
CHANGE**





YOU ARE NOW BROKEN UP INTO 4 SUB-GROUPS

Talk with your group. What do we gain from this choice? What do we have to trade?







# Trade-off actions

**Our choices define our risks. Bold growth comes when we commit to trade-off actions and run our play better than the rest.**



# Unlock 4



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