

Coca-Cola LEADER LAB

The first ever all-in-one multiverse mini series, leadership development tool, and career certification course.

Coca-Cola Leader Lab is an innovative crew solution designed to attract, engage, and develop the next generation of foodservice + on-premise leaders.

Hosted on an easily accessible digital platform, engaging video content guides leaders through modules in a fast-paced, actionable format. A narrative-driven storyline delivers a program that is differentiated and impactful.



CHANGE THE METHOD

- All-In-One Platform that's easily accessible on desktop or mobile.
- Frictionless Experience for the user creates a simple-to-navigate learning journey.
- Bingeable Content
- Enduring Application



CHANGE THE NARRATIVE

- A 6-episode miniseries that follows two Coca-Cola workers through the unknown multiverse.
- Together, they learn
 - Casting Vision
 - Critical Thinking
 - Coaching Mentality
 - Collaboration
 - Conflict Resolution
 - Communication



CHANGE THE OUTCOME

- The frontline crew is disengaged, apathetic, and disappearing, but Coca-Cola Leader Lab can help achieve a different reality.
- Coca-Cola Leader Lab creates a ripple effect of increased productivity and engagement, resulting in positive interactions with fellow crew and customers.

