



ATLANTIC
G R U P A



Days
Empowering people



ATLANTIC GRUPA BRANDS



AG CULTURE & VALUES



**PRIRODNO
DRUGAČIJI**



**NATURALLY
DIFFERENT**

WHAT IS ADVENTURE?

International leadership development program for young professionals and managers from all over the Atlantic Grupa.

Thrilling, inspiring and different learning experience.

WHY IT IS CALLED ADVENTURE?

It is a "journey into innovation, learning and execution" and asked of the participants

- to learn by working on strategic business projects in international team;
- to strengthen their visibility and build their network by working with top executives, prime experts and peers from all over AG;
- to ask themselves some important questions which will raise their self-awareness and understanding the meaning of being a leader.

WHAT WERE WE LOOKING FOR?

- passionate interest for learning



- „stepping out of the box" and putting new experiences into practice



- taking responsibility for own development



Sail the sea, young Sinbad,

for you are now of age and it is time for you to begin your ADVENTURE.

You have been working hard for almost five years, one of which scrubbing the deck of the "Atlantic", but now you are ready for the next big step. Put on your sailing boots and prepare for your trials, because we are shipping you to the New World. It's gonna be a hard journey, so be sure you are willing to learn, you like bunking up with your shipmates and you have a thinking cap for fighting the upcoming tasks. The rewards of your missions are gonna be great and treasures untold await you.

Before we start please make sure:

You really have been working 2- 5 years

You have been in Atlantic for at least a year

Your captain will allow you to join our crew

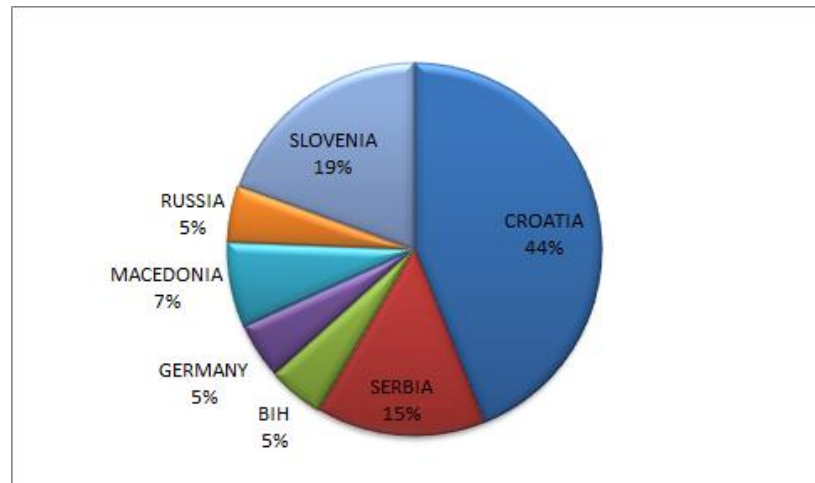
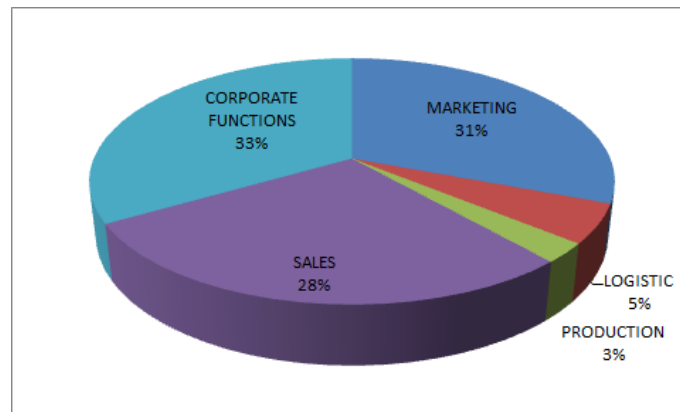
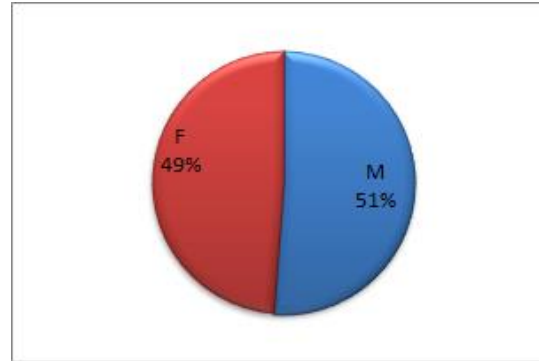
And oh, you speak fluent English – you know, the Brave New World expects no less

IF YOU MEET THESE REQUIREMENTS PLEASE READ THE FOLLOWING DOCUMENT THAT WILL EXPLAIN THE DETAILS OF OUR NEW EDUCATION PROGRAM FOR YOUNG MANAGERS NAMED ADVENTURE.



WHAT WE GOT?

- **41** initial application received
- **33** candidates entered selection process
- **20** candidates selected
- **5** teams of 4 members



TEAM SUPPORT

- **TEAM MENTOR** – “co-pilot seat”; to advise and hands down knowledge and experience, to give direction and regular feedback; to challenge the team and set expectations
- **TEAM COACH** – “sideline support” to the team, help in maintaining effective team work and helping members in raising awareness of the learning process
- **WORKSHOP CONTENT PROVIDERS** – effectively conducting workshop content and connecting workshop content with project workflow
- **PROGRAM MANAGER** – professional support in handling possible resources and/or logistic issues and acting as “liaison” between all partners in the program
- Adventure Events were the backbone of the Adventure journey - 3 major ones (**DISCOVERY** (Project Management), **CHALLENGE** (Team Work) and **DELIVERY** (Presentation Skills))

ADVENTURE PROJECTS

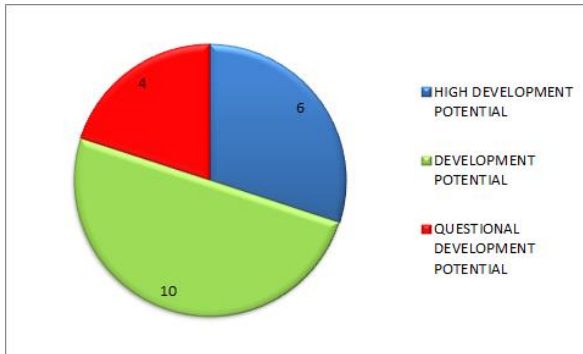
- strategic projects put forward aimed at ensuring innovation for the group, dealing with key business issues
- KILL BUREAUCRACY
- STRATEGY OF MULTABEN BRAND
- I – VAR
- BLUE OCEAN
- GET ONLINE



EVALUATION

INDIVIDUAL

- 3 development potential categories



- Individual development plans for all

MENTOR

- Communication
- Availability
- Providing feedback
- Knowledge sharing
- Challenge
- Motivation
- Guidance

PROJECT

- GO / NO GO
- General impression
- What was good and what needed to be improved

WHAT WAS IN IT FOR AG?

- Talent pipeline
- Innovative solutions for strategic business issues
- **2 ADVENTURE PROJECTS READY FOR IMPLEMENTATION – TOOK OVER BY THE BUSINESS**
- **1 TO BE ADDITIONALLY RESEARCHED**
- **2 DECLINED; ONE BECAUSE OF BUSINESS PRIORTITIES, ONE BECAUSE OF INSUFICIENT DATA PROVIDED**

WHAT WAS IN IT FOR THEM?



2.224	304.315 €	3.311.518 €
207	750.713 €	1.180.602 €
361	88.050 €	3.614.809 €
1.123	59.191 €	107.408 €
6.126	542.127 €	224.418 €
	1.744.396 €	985.292 €
		6.122.528 €
No. of CPE on May 31, 2013	Value of CPE on May 31, 2013 (€)	Purchases of CPE
14.943	3.387.789 €	9.434.0







THANK YOU



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