

Fast Forward in Coca-Cola HBC Croatia

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Days
Empowering people

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e.g. Business developer to be promoted to Sales supervisor position



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is an
INTENSIVE DEVELOPMENT PROGRAM

for employees on Manage Self/ Manage Others/ Manager of
Managers leadership layer that ensures
FAST DEVELOPMENT
to enable the TURN ahead of change to next leadership layer
or right after it.

FAST FORWARD 1 > aimed at developing of Manage Self for Manager
of Others leadership layer

FAST FORWARD 2 > aimed at developing of Manager of Others for
Manager of Manager leadership layer



Business Need

- Low internal succession rate for Manager of Others (MOO) & Manager of Managers (MOM) leadership layer
- Development of key talents in a proactive and holistic way to become future business leaders

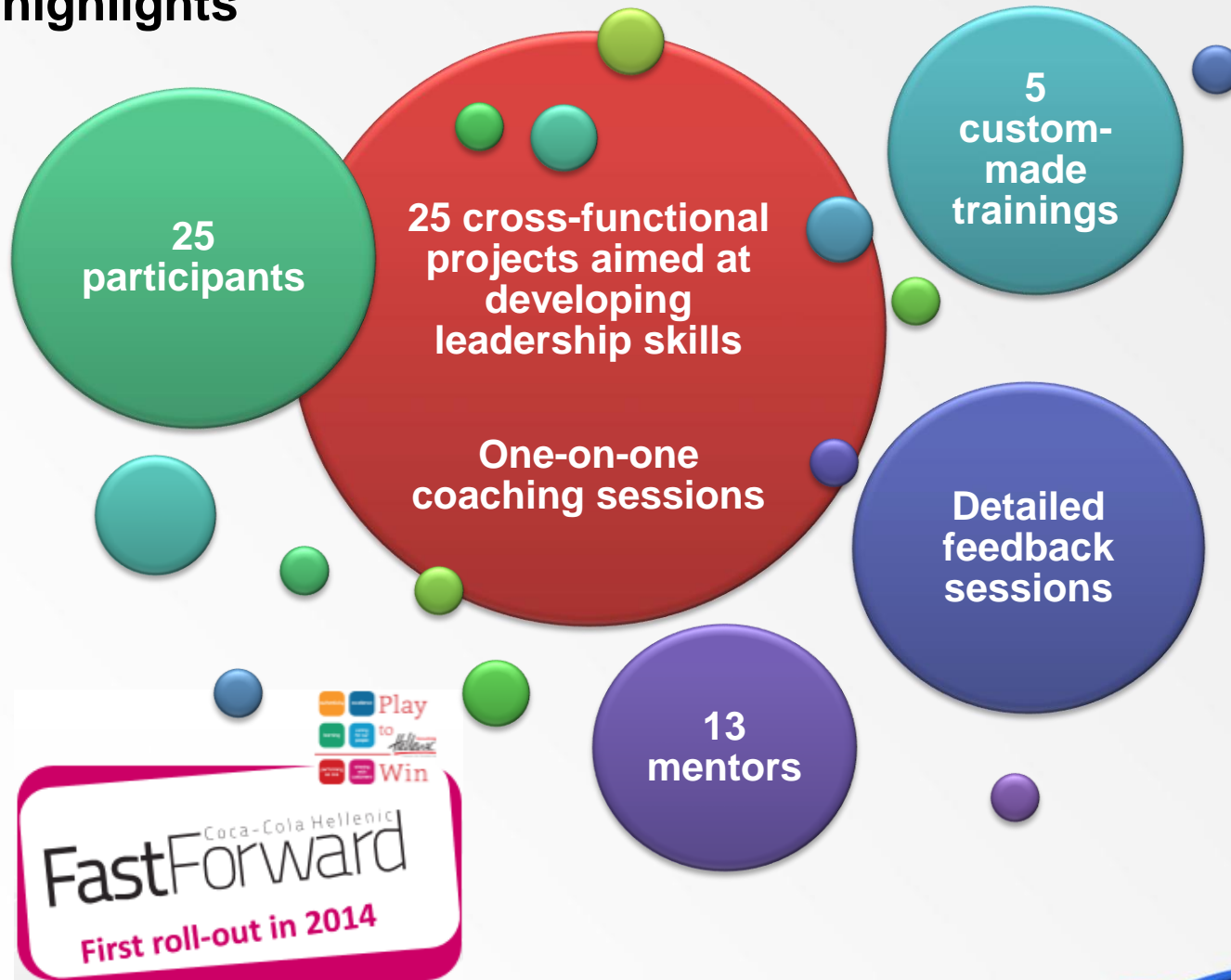
Expected Benefits

- Increased succession readiness and succession rate
- Smooth transition from one leadership layer to another
- Increase engagement and retain employees with high potential
- Enhance employees' loyalty



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Program highlights

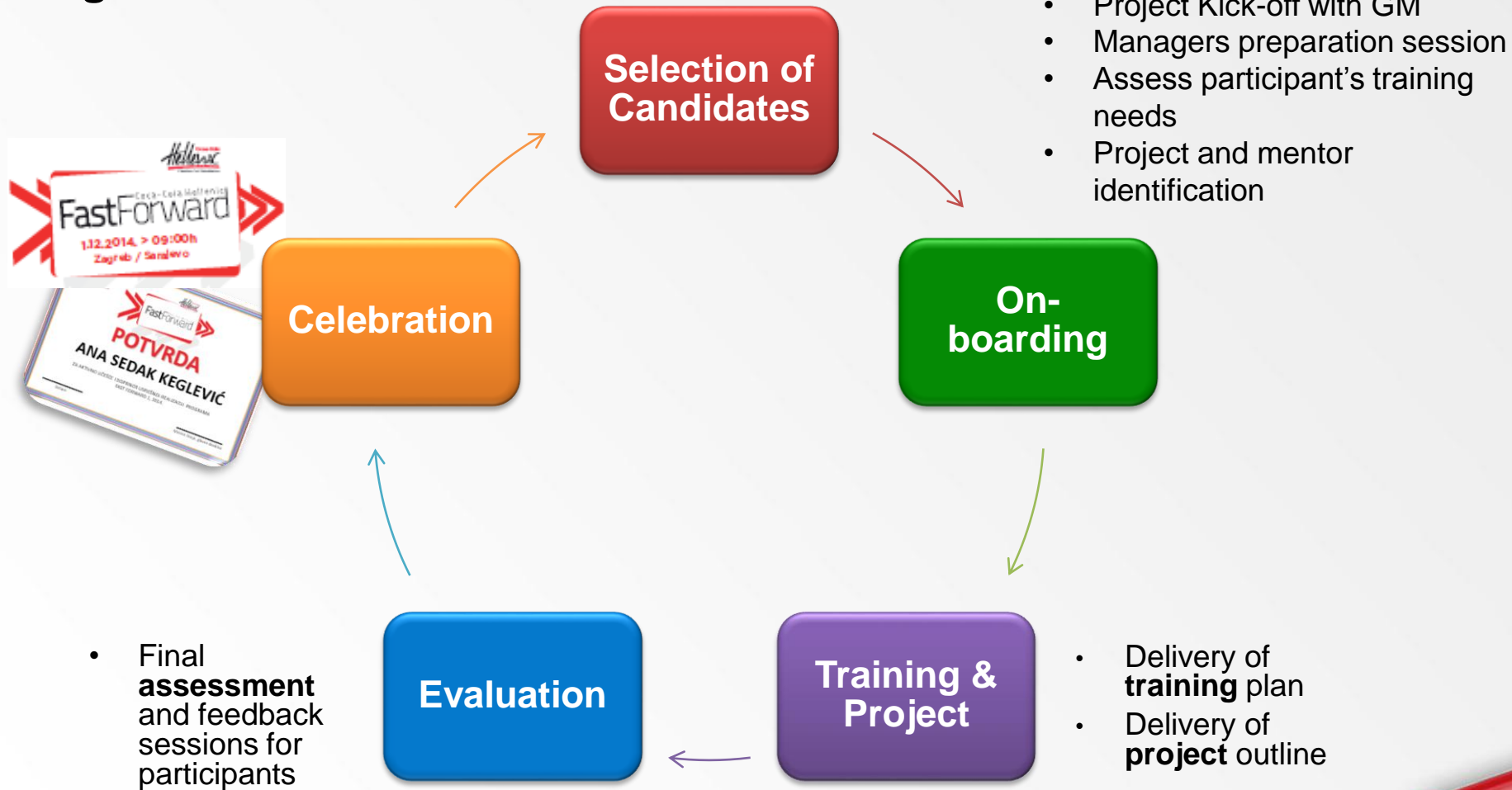


Building a strong leadership pipeline



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Program outline



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Project examples



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**Create end to end logistic
procedures for Premium Spirits
category**

Filip Verbanac,
Supervisor for Spirit Category Development



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Transfer order with WHS

Ivan Zdjelar
Junior sales supervisor



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✓ **30% of participants successfully transitioned to higher leadership layer during the program rollout**



“Being a part of this program **made me feel recognized** & I got to choose my own project which was great development for me!”

“It is an excellent concept and I got the **chance to directly cooperate with other functions** for my **project** which is a great benefit for me in the future.”



Thank you!



Questions?

