

LEARNING

@CCHBC

The Leadership
Development Pathway



Leadership, Culture & Inclusion CoE





Leadership, Culture & Inclusion CoE

PASSION 2 LEAD programme: the development programme for first-time managers



Leadership Programme for Front Line Leaders

Passion to Lead

As a manager a great start makes all the difference! Passion to Lead is a Core Programme for first time new in role Front Line Leaders. It will help you move from achieving results yourself to achieving results through others. This 12 week programme will provide you with the key management skills needed to achieve full performance. It will support you on your journey to leadership and ensure you have the right tools and resources to help you along the way.

The logo for 'Passion to Lead' features a stylized 'L' on the left, composed of a yellow square at the top and a red semi-circle at the bottom. To the right of the 'L', the word 'PASSION' is written in red, 'TO' in yellow, and 'LEAD' in light blue. All text is in a bold, sans-serif font.

**PASSION
TO LEAD**

The core programme Journey
for first time
Front Line Leaders

Leadership Program for Front Line Leaders - 1st level of Leadership Development Pathway

Passion to Lead 2.0

Accelerate performance by continued leadership skills practice in various modalities



12 weeks

Building Leader's Mindset



- How to become a leader, own your development and build a team?

Core Leadership Skills



- Objectives setting & prioritizing
 - Delegating & creating conditions for accountability
- Continuous learning & trust
 - Managing performance
 - Providing feedback
 - DEI Skills & Mindset

Practicing in the Flow of Work



- Transferring knowledge & skills to everyday work and habits
- Holding accountable through learning buddies

Situational Leadership & Coaching



- Situational Leadership theory & practice
- GROW model

Coaching Practice



- How to conduct a coaching session?

P4G framework

#ThisIsHowILearn



Passion 2 Lead | Learners & Learning Hours

804 of our newly appointed Front Line Leaders completed **13,139 hours*** of learning following the Passion 2 Lead learning journey in 2025

Leadership Development Pathways for Front Line Leaders	Training hours
Coaching Leadership Style	31.76
Passion to Lead	10403.33
Situational Leadership	2704.11
Grand Total	13139.20

**Learning hours calculation: # attendees x duration of learning activity. For example, 10 attendees completing a 10hour programme equals 100 learning hours*



Leadership, Culture & Inclusion CoE

LEAP programme: the next step in the leadership development pathway for managers



Leadership Programme for Change Leaders –2nd level of Leadership Development Pathway

YOUR PERSONAL LEARNING CLOUD

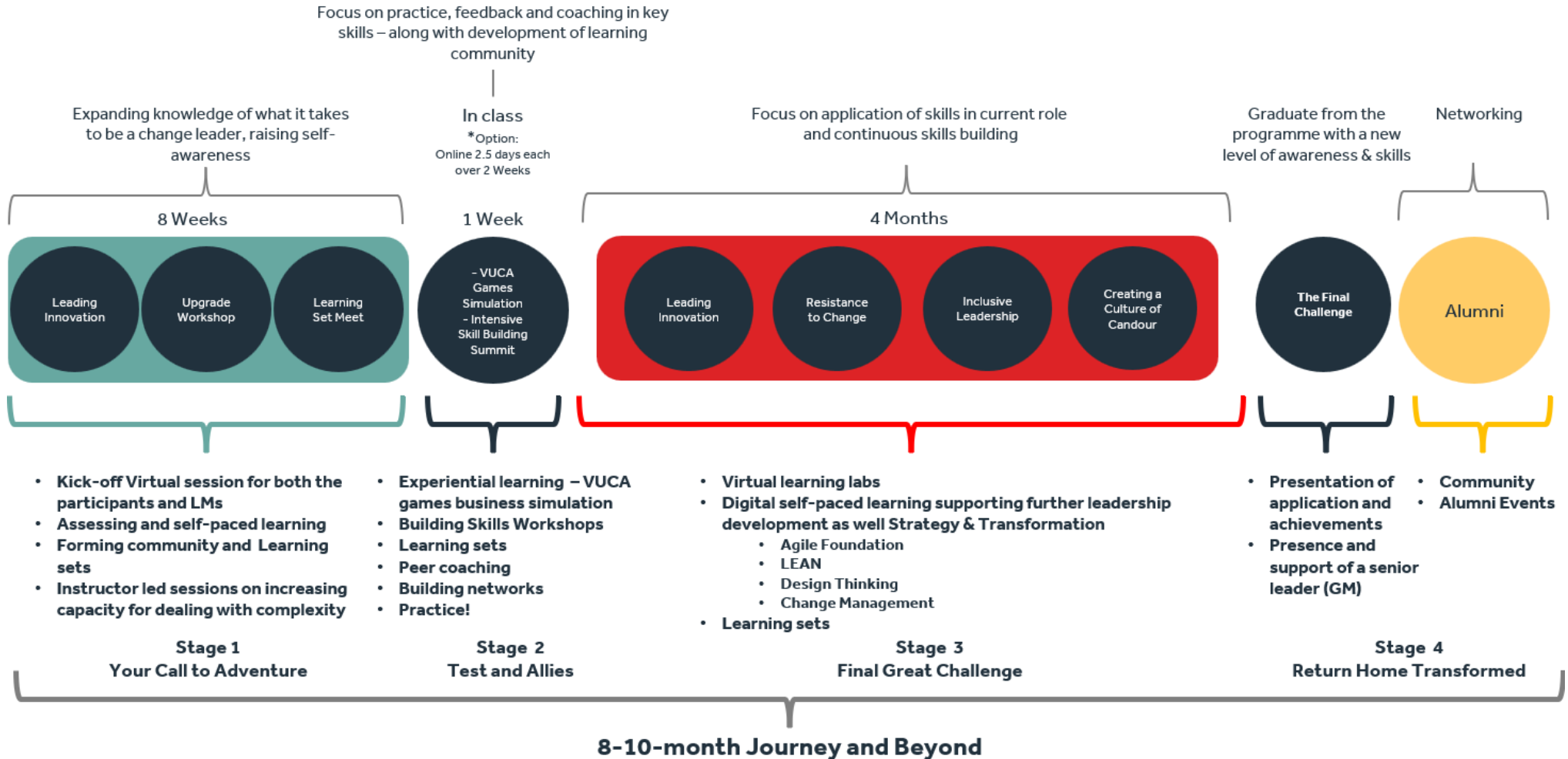
LEAP

Entering the organisational segment of Change Leaders means stepping up to translate functional strategies into team objectives and amend them with new direction to accommodate anticipated course changes. It means leading by example in driving customer initiatives, exploring new and more efficient ways of doing things and leading the way of being bold and brave in implementing them.

LEAP is a 30 week programme which will provide you the key assistance to master necessary skills and answer the challenge at hand, ensuring you are equipped with the tools and resources to continue and progress on the development journey.



Leadership Programme for Change Leaders



LEAP| Learners & Learning Hours

395 of our newly appointed Change Leaders completed **11,159 hours*** of learning following the LEAP learning journey in 2025

LEAP Programme for Change Leaders	Training hours
Study Materials	103.60
Live Sessions	11055.50
Grand Total	11159.10

**Learning hours calculation: # attendees x duration of learning activity.
For example, 10 attendees completing a 10hour programme equals 100 learning hours*



Leadership, Culture & Inclusion CoE

EXCEL programme: the next step in the leadership development pathway for managers



Leadership Programme for Function Heads –3rd level of Leadership Development Pathway

EXCEL

Excel provides recently appointed Function Heads & equivalent with a unique cross-functional business education balancing cross-functional business education modules as well as Coca-Cola Hellenic specific knowledge. It is delivered in collaboration with IMD, one of the top executive education institutions in Europe known for their "Real World" practical approach.

This programme is nomination based. Your LM/HR Support will have you in mind. If you like you can talk to them about more details and express your interest.

Delivered by:

External Business School partner (IMD and other partners)
Internal CCH Business Leaders



Leadership Programme for Function Heads

Nov

Jan

Feb

Apr

May

Jun

Pre-
Programme
Engagement

Virtual Kick
Off

Pre-work

Identifying Learning Objectives
with Line Manager

IMD Module 1 – 5 days

Formal
Learning
(Workshops /
Experiential
Learning /
Peer
feedback;
IMD Faculty

Business
Simulation

TOPICS COVERED:
Industry and Competitive
Dynamics
Value Creation at CCH
Market Perspectives
Leadership and Self-Awareness

Structured Evening
Activities

Agile Intro

**London
Business
School** Module 2 – 3 days **Ariel**

Formal
Learning
Teamwork
Experiential
Learning

Equine
Coaching

Leadership
Posture

TOPICS COVERED:
Future Possible Workshop
Leading for Innovation
Leading with self-awareness
Leading with Presence

Guided project work
in teams

Module 3 – 4 days

Impulse
Sessions
Market Visit
Client Session
Workshops

Project
Presentations

Programme
Closure

TOPICS COVERED:
Business Strategy and Market
Deep-Dive
Retail Landscape
Market Visit and Customer
Session
Creating and Building Trustful
Leadership

Structured Evening
Activities

Strategic Project Work in Agile Teams

EXCEL| Learners & Learning Hours

38 of our newly appointed Top300 Leaders completed **3477 hours*** of learning following the EXCEL learning journey in 2025

EXCEL Programme for Senior Leaders	Training hours
Module 1	1501
Module 2	893
Module 3	1083
Grand Total	3477

**Learning hours calculation: # attendees x duration of learning activity.
For example, 10 attendees completing a 10hour programme equals 100 learning hours*



Leadership, Culture & Inclusion CoE

Women in Leadership programmes: the leadership development pathway for female managers

//

Leadership Programme for Female Leaders –2 levels of a Leadership Development Pathway



WIL | WOMEN IN LEADERSHIP

TOPLINE OVERVIEW:
The Women in Leadership programmes provide delegates with the opportunity to increase their influence and drive impact. The Programme addresses the leadership issues that affect women executives and creates a network of women leaders, empowering them to take hold of their careers and aim for the top.

BUSINESS OBJECTIVES:

- To build engaged and capable leaders – help women unlock their future potential
- Support transition into new roles by removing blockers to career success through sponsorship
- Change the culture factors that hold women back – targeting participants in functions/BUs with most significant gender ratio gaps

PROGRAMME AIMS

- Increase Influence and Impact
- Tackle Self Limiting beliefs
- Empower women to drive their own careers
- Build strategic perspective
- Get support from a senior leader sponsor

TARGET AUDIENCE

Women In Leadership 1 Program: 30 ppts pa Female R1 & R2 successors to Top 300
(Delegates are confirmed via RDs/GMs/PCDs through talent review process)

Women in Leadership 2 Program: 50 ppts pa Future talents successors to Country FHs (Delegates are confirmed via RDs/GMs/PCDs through talent review process)

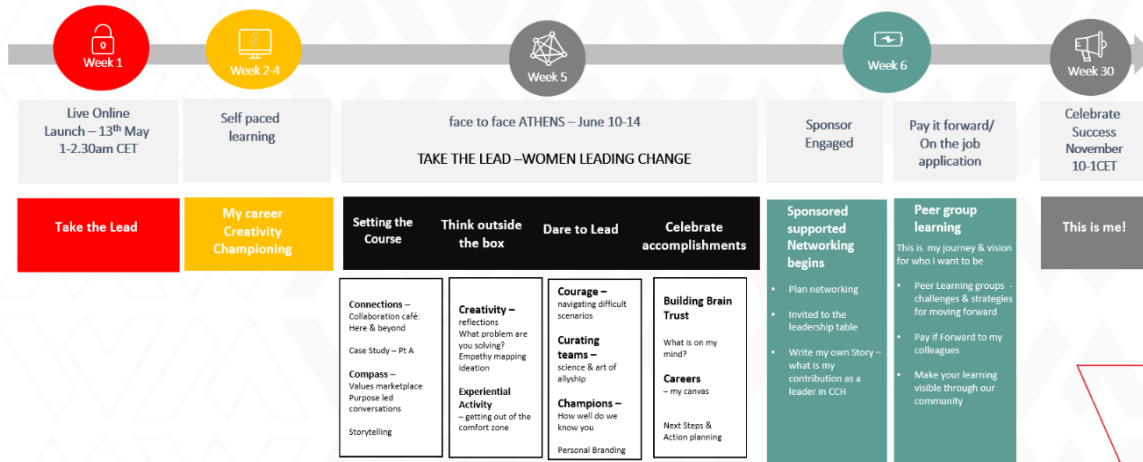


Leadership Programme for Female Leaders –2 levels of a Leadership Development Pathway

WIL1 OVERVIEW

Welcome to your WIL1 Programme – Accelerating Female Leaders for Success

“Learning for myself, supporting the learning of women colleagues on the programme and, learning on behalf of others in the wider organisation”.



- Estimated Learning investment in formal hours is 50 (not included sponsor meetings or on the job application)
- Each delegate works on 3 personal development missions.
- Pay it forward approach – teach back to peer group in local language to extend programme impact
- Senior leaders will sponsor each delegate for next 1-2 career steps (approx. 3 years)

WIL WOMEN IN LEADERSHIP

WIL 2 OVERVIEW

Welcome to your WIL2 Programme. Accelerating Female Leaders for success.

“Learning for myself, supporting the learning of women colleagues on the programme and, learning on behalf of others in the wider organisation”.



- Estimated Learning investment in formal hours is 50 (not included sponsor meetings or on the job application)
- Each delegate works on 3 personal development missions.
- Pay it forward approach – teach back to peer group in local language to extend programme impact
- Senior leaders will sponsor each delegate for next 1-2 career steps (approx. 3 years)

WIL WOMEN IN LEADERSHIP



WiL 1 & 2 | Learners & Learning Hours

43 of our female Leaders completed **1561 hours*** of learning following the WiL 2 learning journey in 2025

20 of our female Leaders completed **450 hours*** of learning following the WiL 1 learning journey in 2025

Women in Leadership [WiL] 1 & 2 Training hours

WiL 1	450
WiL 2	1561
Grand Total	2011

**Learning hours calculation: # attendees x duration of learning activity.
For example, 10 attendees completing a 10hour programme equals 100 learning hours*

In 2025 the business impacts of Leadership Development Pathway have been the following:

- (1) 93.5% of managers of Leadership Development Pathway participants stated that their team members had improved performance following participation in the program.
- (2) 97% of managers of Leadership Development Pathway participants stated it was a worthwhile investment in the career development of their team members.
- (3) 98% of managers of Leadership Development Pathway participants rated knowledge/skills learned in Leadership Development Pathway as critical to being successful in role.
- (4) NPS – 97.5% of managers of Leadership Development Pathway would recommend it for employees on similar role.
- (5) 100% of the strategic business projects prepared and presented will be partially or fully implemented.