

Leadership Management® International, Inc.

World Client of the Year

Coca-Cola® Peninsula Beverages

Cape Town, South Africa

Coca-Cola® Peninsula Beverages officially opened for business in 1940 with its first plant in Paarden Eiland, an industrial area situated in Cape Town, South Africa. Today, 76 years later, more than 1,350 employees work at the various depots and state-of-the-art manufacturing plant.

In August 2016, the company announced the successful consolidation of the three companies under the Forbes Group – Peninsula Beverage Company (Pty) Ltd., Worcester Minerals (Pty) Ltd., and Koelbly (Edms) Beperk – into one company. The consolidation resulted in a new name and is now known as Coca-Cola® Peninsula Beverages (Pty) Ltd. (CCPB).



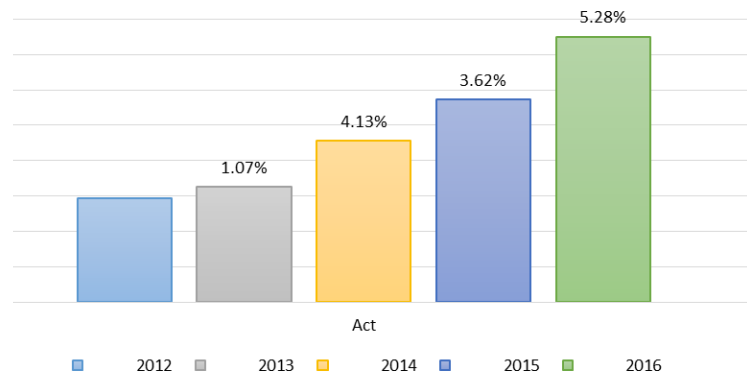
VICTOR POOLE

The LMI course actually helps to simplify complexity and thus helps to achieve your goals. My focus with the team that I am working with was to remove the noise around all the challenges and focus on the core activities. Setting some simple goals and monitoring their achievement against that. Once that is embedded, we moved on to the next challenge and achievement. People have great potential and it was all about creating the environment for people to be the best they can be.

The CCPB territory stretches across the Western and Northern Cape regions of South Africa, and operates a manufacturing plant based in Parow and nine distribution centers for its line of more than 17 brands of beverages.

CCPB takes great pride in being a company that values family and community, and it continuously strives to create and maintain strong relationships with its customers. They believe that every position and every person in their organization plays a vital role in ensuring the success of their business, which is why the relationship with LMI® has been so successful. It is evident that the various programs their colleagues have been exposed to have not only had an impact on their personal lives, but have had an instrumental role in their career development and advancement. Through this journey the company has created capability without increasing the number of heads – optimizing at its best!

% Sales Growth on Prior Year
2012 - 2016



Since beginning with LMI® in 2012, sales in physical cases has grown 14.7 %.

The company's relationship with LMI® began in 2012, when Greg Walpole was introduced to Bryn Morse, Human Resources Director. It seemed they had a strong common purpose in the development of talent and potential in the business.

I cannot express in words what this program (EML®) has done for me nor can I thank Coca-Cola® Peninsula Beverages (Pty) Ltd enough for electing me to participate in it. This program has in essence re-aligned all my experience and more, and channeled them to form a cohesive set of disciplines which has enriched my life and everyone who forms a part of it both in my personal and professional capacity.



SHAUN CUPIDO

A few meetings later, Bryn agreed to run a "pilot" of the *Effective Personal Productivity*® program with three members of his HR Team. Good results and a firm understanding of how the organization worked led to Greg being shortlisted as a provider of an Executive Coaching process for two of the organization's General Sales Managers. After being interviewed by the candidates, Greg was selected as the provider and used LMI® programs to ensure a successful outcome for



**Peninsula
Beverages**



What our people are saying about LMI® programs



ANTHONY SAMSAM

I was impacted mightily by the time management module as it highlighted massive time wasting activities in business and my personal life. By setting new goals and building an effective tracking system, this has led me to be an effective individual achieving great results (one of the top teams in sales and activation scores).

The largest personal growth that I have made as a result of this, is my confidence in my own abilities. I feel that this is a huge step in making me a more successful leader. I believe in myself and I have confidence in knowing that I am the right person for the current role that I am in as well as future roles that I will progress into.



JOCELYN DAVIS



RUDOLF GOOSEN

LMI® has helped me to open my eyes and redesign my unfinished future path. It's not just about taking the initial step by turning a new page with this wonderful program, but to actively "write" on those new pages and to continue doing so every day — without fail! Should you ever decide to stop "writing", your life story will continue, however the pen will be held by someone else...



TERENCE TICHART

I believed I was on the correct path to achieving things in my life but just never knew how to box all of the clutter and to put it all into perspective. It has helped me in all areas of the wheel of life, just being able to have context to what the wheel of life is, has helped me put a lot of the puzzle pieces together. I really did struggle in the beginning to conceptualise everything but when I dedicated the time needed to make this course or any course a success I found diamonds at the end of an uncertain path!

This came at the time when I was a month with my new sales team as their Sales Manager. What a spot on timing! The programme has really helped me structure my own work ethic and that of my new incumbents. It has helped me deal with my own conditioning and accepting my current state of wanting. It has guided me on my journey towards realising the value of building from within, through the definition of success.



WYCLIFF BATHAKA



NIQUI SMITT

I am more willing to stand up for my values and life priorities as they have been crystallised and I understand the importance of living them to achieve my life's mission. I have grown in an understanding of the team that I work in and have genuine care and context for my working relationship with them now having a better understanding of what their goals, priorities, and passions are.

the GSMs and their families, as well as their desired business outcomes.

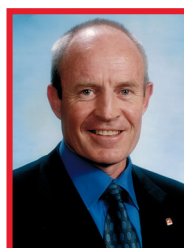
Using the *Effective Personal Leadership®* program, Greg worked with Shaun Cupido and Brian Smith who applied themselves exceedingly well to the programs and made significant strides in their personal and professional lives. This was a great introduction to the Sales Teams for the organization. Both men went on to complete the *Effective Motivational Leadership®* program and consequently influenced their teams to desire furthering their personal growth and business successes with the LMI® Concept. Strategic Director Victor Poole also took on the *Effective Personal Leadership®* program and in that year was pleased to achieve all his business and personal goals.

LMI® Licensee Naomi Basson was brought into the process so that LMI® could serve the client better. She soon developed great rapport with the Sales and Marketing Teams across the Western Cape. Naomi rolled out programs within this organization year after year, covering *Effective Personal Leadership®, Effective Motivational Leadership®, Effective Leadership Development®, Development Needs Inventory®* (DNI) reports, and *Grand Masters of Success*. Different levels of the organization such as General Manager, Senior Managers, Sales Managers, and Representatives attended this training.

The relationship between Naomi and Jaco Nel, General Manager Marketing, developed into a business partnership where she is invited to their annual business plan presentations to ensure she fully understands the plan when dealing with the staff during facilitation sessions. This results in well-planned and established Win-Win Agreements each year. Final Course Reviews and Feedback Online are discussed at length after the completion of any group program that plays a major role in the organization's succession plan. LMI® SA received recognition at the 2016 presentation as the major contributor to their Leadership Development. Both Jaco and Naomi are excited about 2017 and the future Leadership Development work still to be accomplished at CCPB!



JACO NEL
General Manager
Marketing



GREG WALPOLE
Master Licensee



NAOMI BASSON
Licensee

