

# Outliers and the rockefellers habits



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22nd November Outliers One of the most successful people within the Coca-Cola Company is Muhtar Kent, the current chief executive officer. The first thing that made Kent a successful leader is that he is keen in identifying an opportunity. In this way, he is in a position to provide brands that meet the needs of his customer regardless of their ages or location. Kent is a skilled leader. Having worked for Coca-Cola since 1978, the CEO has gained extensive knowledge that has made him to transform the company making it the market leader in the soft drink industry. Thirdly, Kent is a hardworking person. This is evident by the way he has intensified research and development in the company as well as the intensive marketing strategies that he has put in place. As a result of his hardworking aspect, he has served in several senior positions such as general manager of Coca-Cola Central Asia and Turkey prior to becoming the CEO (Gladwell 27). Kent is innovative. This has enabled him to diversify the company products based on the market needs. Additionally, the CEO has established an expansive research and development that has ensured that the company brands meet the international standards. In this way, the products are acceptable in all countries. Fifthly, the CEO is academically qualified. Based on the size of Coca-Cola Company, it is imperative to note that the skills that Kent gained while in Tarsus American College, University of Hull and Cass Business School in London have significantly enhanced his performance making him successful.

#### The Rockefeller Habits

Coca-Cola is focused at developing its employees. In this regard, the company has provided ample opportunities that ensure employees undertake part time studies thus enhancing their skills. For example, the

company has established Coca-Cola University that is focused at talent development as well as leadership enhancement. Another notable handful rule of Coca-Cola is to increase productivity. Despite the stiff competition in the soft drink industry, Coca-Cola has undertaken extensive marketing strategies with an aim of putting at bay its rivals such as Pepsi. As a result, the company revenue has continued to increase thus making it one of the most profitable companies in the world.

Coca-Cola is also aimed at product diversification to meet the needs of its customers in the international market. Under the strong leadership of Kent, Coca-Cola has launched more than 500 brands thus making its sales to be high in all regions. Through such wide range of products, the company has attracted a large network of customers. It is a rule for Coca-Cola to be a responsible citizen. This implies that the company must make a difference on the planet by improving the living conditions of the people. This is an aspect that the company has attained based on the extensive corporate social responsibilities that the company has been engaged in. Leadership development is another rule that the company has adopted. Harnish 26 argues that in addition to talent development strong leadership is a handful rule that firms cannot overlook. To ensure proper planning and strategic management, the company hires qualified employees thus creating a strong and effective team work.

#### Works Cited

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