

# Case study coca-cola

Business



By the use of skill variety, these seven employees at Coca-Cola relate different skills to assist them in completing their work. An example is, Jose's cultural background has delivered marketing objectives and goals from the Hispanic community (Nelson & Quick, 2009).

In addition, Coca-Cola sales director Tort encourages problem solving and provides the support needed. Tort states that his job allows opportunity for personal and professional growth. To become a part of Coca-Cola made Tort feel that it is his responsibility to follow his passion and create a career destiny.

On the other hand, Mary Page uses her skills to develop the global strategy that led the company to become a Fortune 100 company. She believes there are very few places that will allow an employee the independence and encouragement to do a job that she loves and enjoys.

Rebecca states that her job makes her happy while at the same time helps her develop an open mind to culture and perspectives to help the company gain leadership in marketing worldwide. She said the work experience for the company has changed her life (Nelson & Quick, 2009).

Coca-Cola defines culture by seven core values; leadership, passion, integrity, collaboration, diversity, quality and accountability. The company has two important assets, their people and their brand.

Skill variety allows the employees at Coca-Cola to express more aspects of their personality into their work. 2. What information contained in the comments related to the core job characteristics of task identity? Coca-Cola encourages performance excellence through creating meaningful jobs that an

innovative approach assists their employees to identify with the finish product.

Employees like Hector feel that the product that are produced by him, give him a rewarding feeling and the many challenges allow him to grow, learn and explore (Nelson & Quick, 2009). The company search for Individuals who are looking to make a difference.

Tania states, employees at Coca-Cola work at a level that directly affects billions of people worldwide. The main idea, in the market in which they operate is the brands, and the different approaches all commanded to make ten company appear to De a small company. I concept encourages each employee to make an impact and the individual can see the exults of this impact.

In addition to Tania comment, Rebecca feels that the work they do is rewarding and the finish product always make people happy (Nelson & Quick, 2009). Task identify completes the work by giving the employee a sense of completion and responsibility for the product (Organizational Behavior, 2009).

Victim take pride in the value that employees at Coca Cola create and share through the development of providing refreshing beverages to the customers. Victim also feels Coca-Cola's contribution to the global market have an impact on making a difference Nelson & Quick, 2009).

Coca Cola," increase awareness, promotes business strategies, share success, opportunities and solicits employees' opinions (The Coca Cola

Company (2009). 3. What information relates to the core Job characteristics of task significance? The employees at Coca-Cola contribute to the success of being the top producers of non-alcoholic beverages.

Task significance allows individuals the ability to see the affects of their completed products, from the consumers they serve. These employees perceive the direct impact their work has on other people. Coca-

Cola recruits' employees with specific qualities such as the ability to inspire others, produce progressive ideas that deliver results as well as individuals that value the company standards and live by them (Nelson & Quick, 2009). Before recruiting Jocosely to become brand manager for the company, Coca Cola looked at her cultural understanding and sensitivity to reach the Hispanic market. As an employee at Coca- Cola Tannin's ideas became a reality. Tania stated, " It's where a little gem of an ideas can and has turn into something extraordinary' (Nelson & Quick, 2009, p.

505). Coca-

Cola encourage employees to explore ideas and the result is product that has meaning to the small owned " mom and pop" stores that Coca-Cola service (Nelson & Quick, 2009). These products have allowed the owner of these businesses the affordability to support their family and send their children to college. The efforts the company made have provided excellence and quality in every country in which they operate (The Coca-Cola Company, 2009). Victim feels their work at Coca-Cola has global impact and is making a difference throughout the world. 4.

What information relates to the core Job characteristics of autonomy?

Not only has the Coca-Cola company made a global difference, they also are known as employers who encourage and enable their employees discretion and control over Job related decisions. The company's supportive work environment encourages peak performance through the creation of meaningfulness of the work, to the degree in which the employees experience their Job as one that is meaningful, valuable and worthwhile (Nelson & Quick, 2009). The employees are inspired to take initiatives to create their own career paths and propel Coca-Cola to the top as one of Fortune 100 Company.

Rebecca, the global marketing specialist for Coca-Cola states, " I have had an opportunity to help the company regain its leadership position as the most respected marketing company worldwide. My experience at the Coca-Cola Company has probably changed my life. It has helped me develop as an individual, open my mind to cultures and perspectives and has exposed me to life-changing experiences" (Nelson & Quick, 2009, p.

504). The Job enrichment has motivated the employees' at Coca-Cola to add depth to their Job and more control, responsibility Ana Electrons to now ten Coo Is performer. Ca cola NAS encouraged a work environment to effectively solicit and leverage innovative ideas with associates around the world (The Coca-Cola Company, 2009). Rebecca an associate at the company feels, she works for a company that is big and small all in one, that has not lost touch with their employees and the consumers they serve (Nelson & Quick, 2009). The company, " embark upon an analysis of the relationship between

employee opinion/behavior and organizational performance? specifically, reputation among consumer, market shares financial performance (The Coca-Cola Company, 2009).

5.

What information relates to the core Job characteristics of feedback from the Job itself? Coca-Cola employees continue to work at realistic levels that put them in direct contact with the billions of customers they work hard to make happy. The main ideas and approach is to enter the market with ideas that can be seen visibly by the employees in the end. Mary Page an employee at Coca-Cola states, the company seeks and attracts the brightest and best individuals to Join the team. Each individual provides a unique and different approach toward the thinking process about business and the world in general.

The employees' possess the unique ability to learn from different market segments and build the best ideas globally, while capturing failures from less than successful ventures has given Coca-Cola the best competitive advantage on the market (Nelson & Quick, 2009).

Coca Cola culture is defined by seven core values: leadership, passion, integrity, collaboration, diversity, quality and accountability. The central promise of the company is to "refresh the world in mind, body and spirit, and inspire moments of optimism, to create value and make a difference" (The Coca -Cola Company, 2009).

In the end, the company employees will gain the opportunity to explore, learn and grow from the feedback provided through Coca Cola ability to ensure that employees are equipped with skill variety; task identity; task significance; and autonomy, which improves Job enrichment and better employee performance for the organization (Nelson & Quick, 2009). 6. How can the social information-processing model be applied to understanding the Coca-Cola Company's approach to creating Jobs that are refreshing? The social information-processing model emphasizes the interpersonal aspects of work design.

This model says that what others tell about our Jobs is important.

People perception and reaction to their Jobs are shaped by information from other people in the work environment (Nelson & Quick, 2009, p. 487). When organizing and adhering to the Job characteristics, Coca-Cola has ensured their company's success by using organized human interaction that is both refreshing and offer rewards. When Coca-Cola recruits prospective employees, they invite and encourage potential employees to, " become the secret ingredients that make our company so refreshing" (Nelson & Quick, 2009, p. 504).