

What's stifling creativity at coolburst

[Art & Culture](#)



**ASSIGN
BUSTER**

Everyday the world is changing around us. It is an essential part of growth, maturity and effectiveness. Everything from the change in weather, an age, government, or religion affect the way people view, think and perform in certain situations and as a whole in society. History has proven that creative minds can ultimately change an outcome for the better or even the worst. From telegraphs to cellular phones, McIntosh computers to IPODs and IPADs, it was the organizations of these products that took a major risk in investing into someone's creative idea that affect our society as a whole.

These companies have seen their fair share of profits lows and highs through the toughest economy eras, but they continued to persevere and prosper through such times by thinking out the realm of possibility and making their possibilities into reality. However, what happens when an organization suppresses the thought of reinventing themselves to adapt to changes in society and even the world? Coolburst is experiencing a major organizational struggle between what worked for them to get them where they are today and what it takes to continue to strive in the future.

Coolburst is located in Miami, Florida. The drink products that they serve are sold in schools and restaurants. The traditional views of during business have forwarded them much success from their beginnings. They have experience great growth through the years, but recently, they profit margin has remained steadily with no boosting sales. Director of Marketing Sam Jenkins has challenged Coolburst's view and management on changing their way of thinking and opening their mind to new ideas under former CEO Garth LaRoue.

Jenkins's new ideas of productivity and innovation were considered unorthodox within the organization. Ultimately, Jenkins left the Coolburst to go with a company that was very more innovated and creativity. Witnessing these differences of opinions between Coolburst and Jenkins is new CEO Luisa Roberado. Now, Roberado is facing one of biggest challenges yet for Coolburst, what changes can be made to make Coolburst more profitable and more creativity to keep up or even surpassed the demand of an ever changing society.

Was Jenkins's new idea that far fetched with the organization or was he on to something that can change the way Coolburst does business to compete with potential competitor? This case study will explore why Coolburst had a hard time accepting Jenkins's idea on making Coolburst better in the future, what the organization can do to keep with social changes, and how Roberado can implement and even changed the current ideology of Coolburst and help the company tapped into their resources and flourish the company to the top in innovation, creativity, and in profit margins.