I realized that they also discuss the benefits of collaboration in the career section of their website. They have invited the new employees to join their diverse team and their collaborative culture would reward their passion. This shows that they are mentioning that collaboration has significant advantages at Pepsi Cola organization. Thus, Pepsi Cola is significantly influencing the new workforce through portraying teamwork and collaboration with the pictures and graphics and also mentioning the benefits of a collaborative environment at the career section of their website.