The challenge trend I selected is “Greater Personalization and Customization” going hand in hand with its counterpart solution trend “Becoming More Global”. The building block of a Learning Organization I selected that Coke should utilize in order to address the challenge trends I have opted for is “Learning from others”. I have selected this building block out of the five choices provided as it is the most realistic solution to the argument I propose that I based my selection of the trends on given below:

As a case study, I will use two examples related to the Coca-Cola Company. As our society moves to a more health conscious narrative and obesity sky-rockets in Western nations, there has been a global call for beverage manufacturers to address the influence their sugar loaded drinks have on our health. The high concentration of sugar in sugary beverages or sodas provided by Coca-Cola worldwide can have a serious negative effect on our health when the consumption of these products does not toe the line with the recommendations put out by Coca-Cola and governing health bodies.

It is, of course, very easy to have one soda too many, and the drinks can also become addictive, especially to children, as they taste sweet. Many people tend to reach for a soda rather than water, as it tastes better, not necessarily realizing the harmful effects this small choice can have on their health. In impoverished nations a soda may be the safer choice of drink when the local water sources are filled with bacteria or pollutants that could cause illnesses much more serious than diabetes and so there are many complex factors to take into consideration on this issue.

No problem here is black and white, and such a large company with a worldwide infrastructure and global influence spanning many different contexts need a detailed approach to solving this problem. What may work in one country may not necessarily work in another, so a multi levelled approach would be best.

Coca-Cola added a few options to their beverage selections to cater to this global issue arising recently. They introduced sugar free versions of their drinks worldwide which would be safe to drink for those worried about the health impacts of the sugar in their sodas, and would alleviate the diabetic epidemic developing in Western nations. Coca-Cola also implemented smaller sized bottles which had the duel effect of lowering the sugar dose taken by the consumer, as well as giving tight pockets some breathing room in impoverished countries, killing two birds with one stone. Coca-Cola also opted to add some healthier alternatives to sodas to their production line, such as Vitamin Water, being flavoured water with added nutrients, and various fruit juices that are a healthier sugary alternative. They also copied companies like Energade and produced Powerade, their own alternative for the sports drink enthusiasts.

So as seen in my examples above, Coca-Cola’s main challenge trend is “Greater Personalization and Customization” as our world currently craves for every want and need to be addressed by companies, from sugar free alternatives, to natural sugars and energy drinks and soda companies making water for those unenthused by sodas. And Coca-Cola’s main solution trend is “Becoming More Global” as their company motto has been since its inception, as a greater global presence offering a wider variety of drinks to cater to an ever increasing global demand leads to impeccable growth for the company any way you slice it. And in order to achieve all of this, Coca-Cola’s building block as a Learning Organization is “Learning from others” as it has copied the sports drink trends many other companies have leant in to for ideas such as Powerade and Vitamin Water, and selling fruit juices as part of its production line. When any new beverage company comes up with a creative new idea, you can be sure Coca-Cola will be watching the trend closely.

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