

Chris Gaffney, Product Supply System-Strategy Senior Vice President



Chris has been with the Coca-Cola system for sixteen years. He began his Coca-Cola career with Coca-Cola Fountain as a Distribution Project Manager. He took on the role of Director, National Distribution before joining the Coca-Cola North America Supply Chain team as Director of Logistics.

He led the Coca-Cola North America Logistics and Planning team for 4 years prior to becoming the President of Coca-Cola Supply in December 2008.

In 2010, Chris was selected as the Strategy Lead for the Coca-Cola Refreshments Product System Supply Business Integration. At the conclusion of the integration Chris was appointed as the Sr. Vice President Product Supply System-Strategy for Coca-Cola Refreshments.

Prior to joining The Coca-Cola Company, Chris worked for four years with AJC International, a Global Food Trader as Global Operations Manager. Chris started his career with Frito-Lay and held various roles in Distribution and Logistics.

- **Chris received his Bachelor and Masters in Industrial and Systems Engineering from Georgia Tech.**
- **Chris has been married for twenty two years and he and his wife Ellen have four children, aged 14-20.**
- **In his spare time, Chris loves to run and read, and is an avid movie and boxing fan.**

Coca-Cola Refreshments

**Living Positively While Working
at Coca-Cola Refreshments**

Chris Gaffney



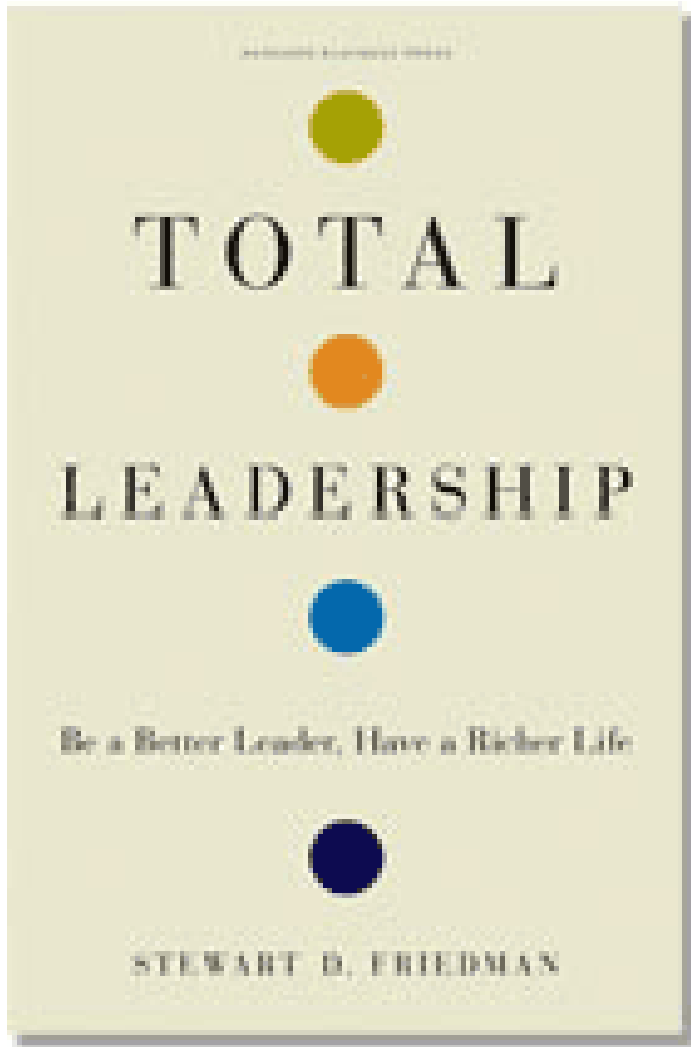
How do you live positively while working at Coca-Cola?

- Place work in the proper context
- Make a positive difference
- Tame the whirlwind
- Focus on the wildly important
- Sharpen the saw
- Never, never quit Life is about getting up

My ILP

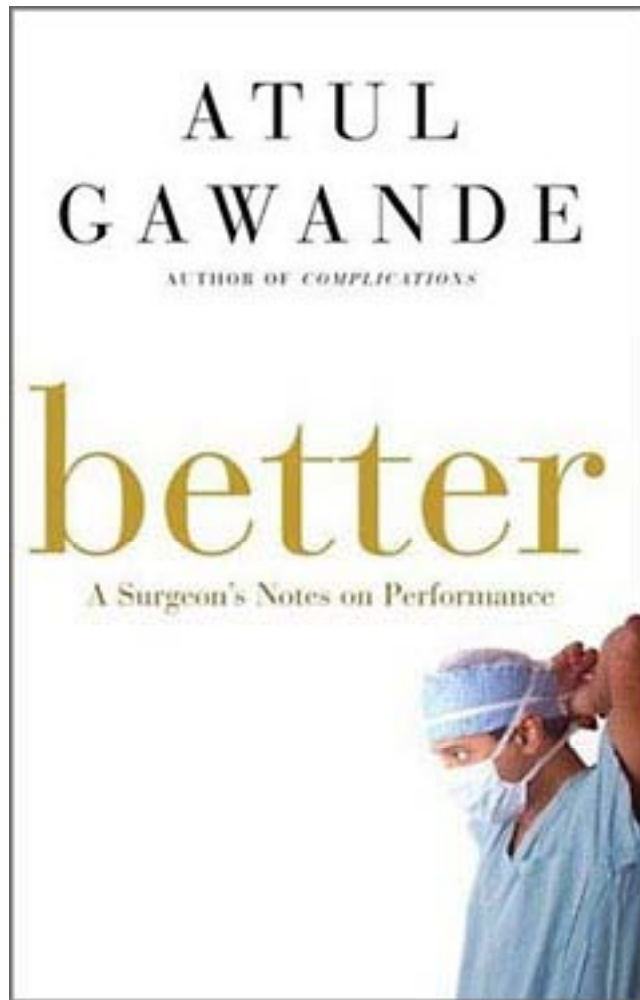
- Dinner with the Family at the Table 3 nights a week
- Recycle Everything at the home and cut water usage
- Run 25 miles per week and measure it
- Take the kids to the bus when I am in town

How to really get balance in your life as a Supply Chain Professional



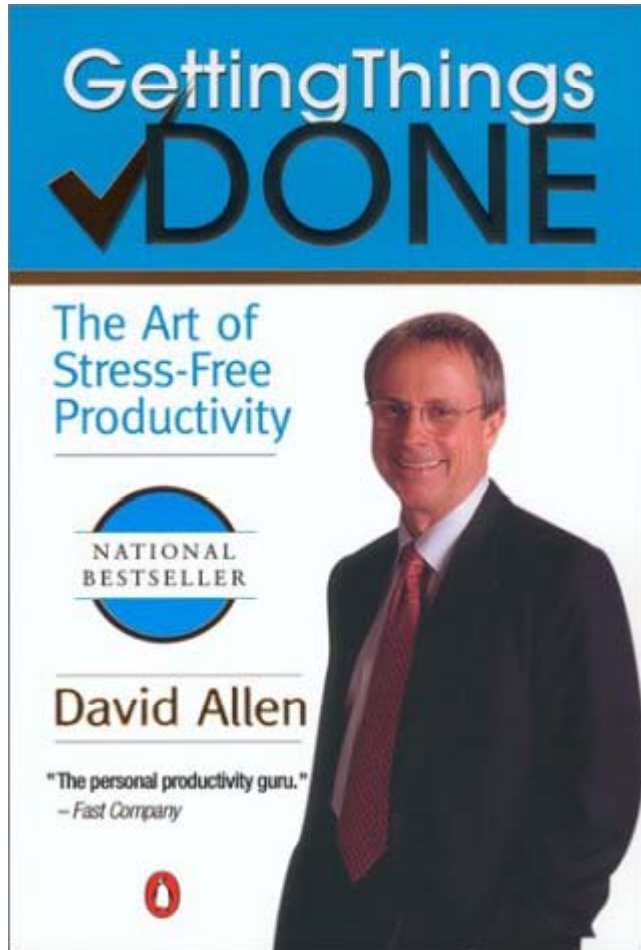
- Your success as a leader isn't just about being a great businessperson. You've got to be a great person, performing well in all domains of your life — work, home, community, and self.
- How to win in all areas: “four-way wins” by using these principles:
- BE REAL: Act with authenticity by clarifying what's important
- BE WHOLE: Act with integrity by respecting the whole person
- BE INNOVATIVE: Act with creativity by experimenting to find new solutions

Five suggestions for how one might make a worthy difference



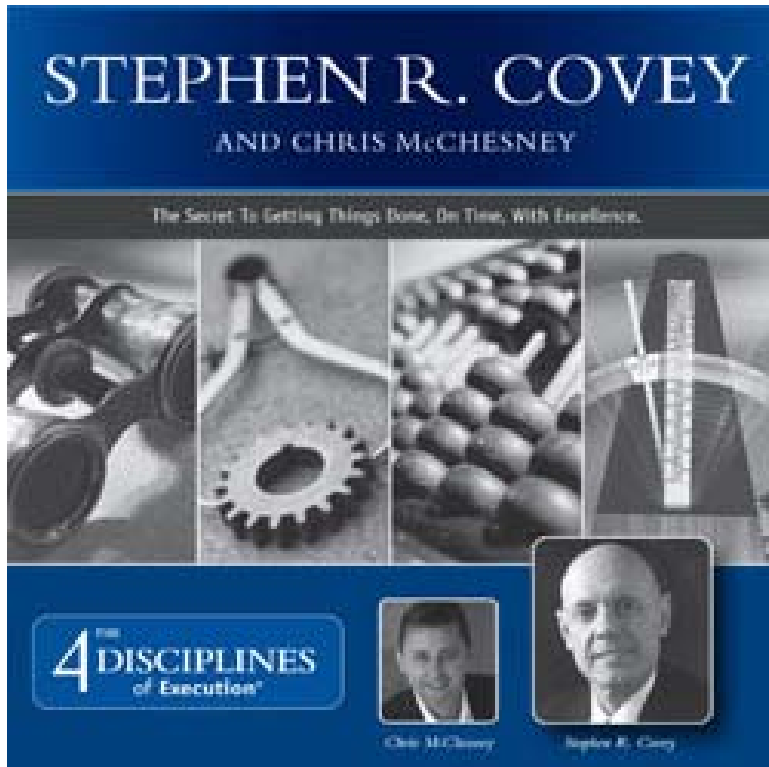
- Ask an unscripted question. "If you ask a question, the machine begins to feel less like a machine."
- Don't complain. "Resist it. It's boring, it doesn't solve anything, and it will get you down. You don't have to be sunny about everything. Just be prepared with something else to discuss..."
- Count something. "If you count something you find interesting, you will learn something interesting."
- Write something. "Just write. What you write need not achieve perfection. It need only add some small observation to the world. ... Writing lets you step back and think through a problem."
- Change. "Make yourself an early adopter. ... But be willing to recognize the inadequacies in what you do and seek out solutions."

How do you tame your Whirlwind to be more Productive?



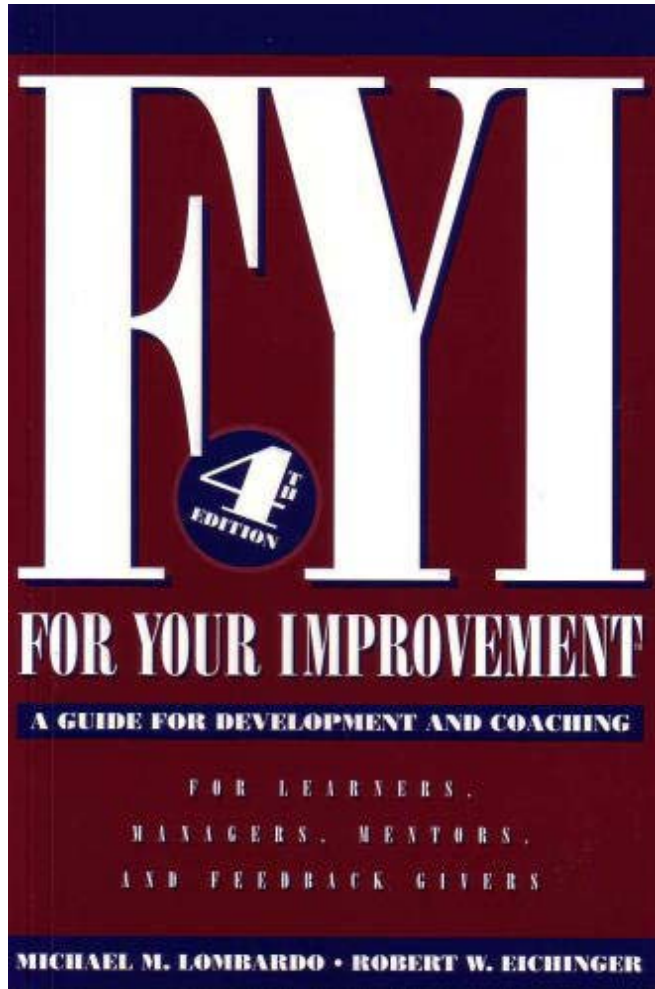
- "The secret of getting things done is to act."
- "A sense of humor is part of the art of leadership, of getting along with people, of getting things done"
- "Besides the noble art of getting things done, there is the noble art of leaving things undone. The wisdom of life consists in the elimination of non-essentials."
- "The hardest thing about being productive is not the work, but the split second it takes to decide to take control."

Focus on the Wildly Important



- The best ideas come not from the leaders, but from the interaction of the leaders and the front line.
- Focus on the wildly important
- Create a compelling scoreboard
- Translate lofty goals into specific actions
- Hold each other accountable – all of the time.

Sharpen the saw



- “Research is also clear about how people learn. People learn the most from on-the-job experiences (70%), followed by learning from other people (20%), and learning from courses (10%). Through our research, we discovered which experiences provide the most development for a particular skill.”

What have I learned after 3 years of this?

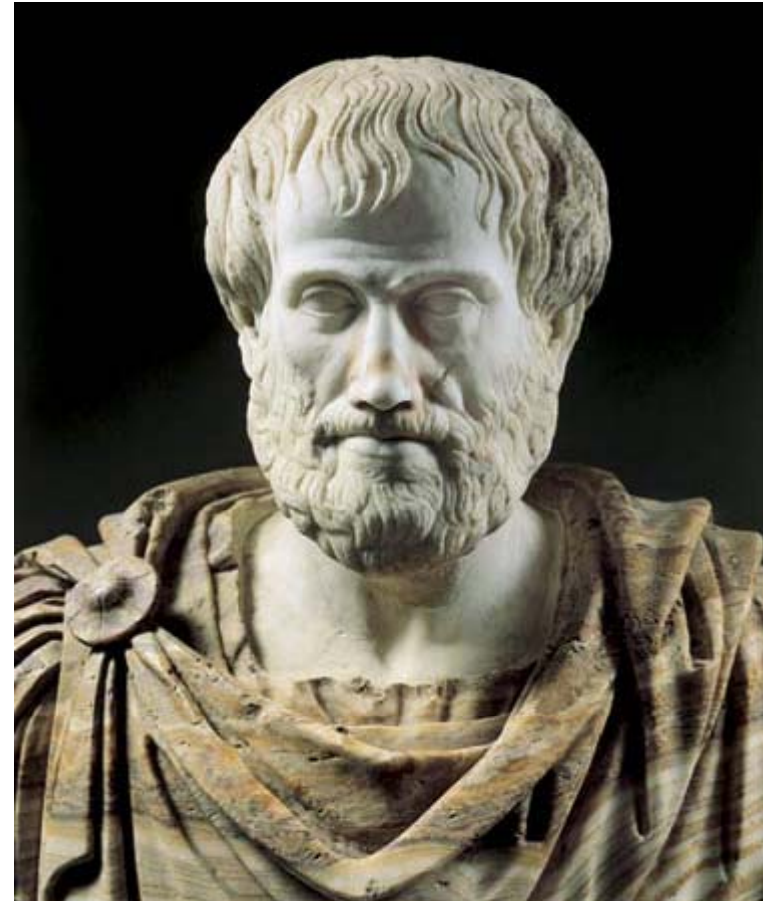
- Genius of “And”
- Work-Life Balance is an individual decision
- Covey is Right
- It really is about Continuous Improvement and not giving up
- The answer is in the room
- It isn't getting easier, that's why I keep at it

What does it mean to be a good Citizen?

- Aristotle's definition of citizenship
- Citizenship at Work
- Citizenship in the Community

Aristotle and your Passport

- To be truly human, one had to be an active citizen to the community, which Aristotle famously expressed: “To take no part in the running of the community's affairs is to be either a beast or a god
- This form of citizenship was based on obligations of citizens towards the community, rather than rights given to the citizens of the community



Citizenship at Work

- Get real about Sustainability
- Benchmark externally
- Borrow shamelessly
- Adopt Best Practices, avoid NIH
- Collaborate internally and with external partners
- Eliminate the waste



Coca-Cola Refreshments

Supply Chain Citizenship in the Community

- Give back to education to grow the next generation of professionals
- Give back to your industry to support the advancement of management
- Advocate with elected officials for our efficiency and infrastructure

