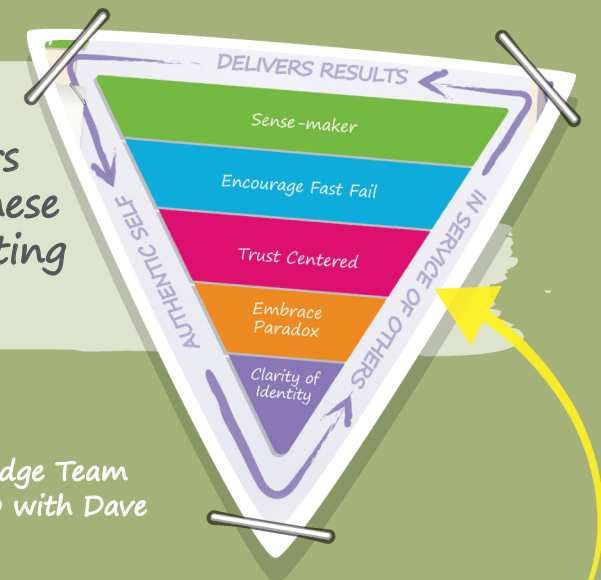


We're delighted to work with Britvic on a variety of programmes supporting transformational people development for today's managers and tomorrow's leaders. Being named as Britvic's L&D partner for these programmes was a fantastic moment and we're excited to be supporting this great brand.



Partnering with Britvic

As a leading soft drinks company with operations in Great Britain, Ireland, France and Brazil, Britvic has a strong portfolio of iconic brands, which include Robinsons, Tango, J2O and drench. In Great Britain and Ireland, Britvic also has exclusive agreements with PepsiCo to produce and sell a number of its famous soft drinks brands.



Britvic has a vision to be the most dynamic, creative and trusted soft drinks company in the world and it is currently delivering a three-year £240 million supply chain investment programme. Alongside this significant investment, Britvic is focussing on and investing in its people, supporting managers and future leaders to develop a culture that will enable continued success in a competitive environment.

Building great relationships

We've engaged a fantastic group of Leading Edge Team Coaches to support Britvic, and we caught up with Dave Buffham ahead of the first event:

We have such fantastic rapport with Britvic's L&D Team and this relationship has been invaluable for our discovery work, helping us to collaboratively hone initial activity concepts into event outlines. Leading Edge's point of view on leadership is the framework guiding our design principles and it maps closely to many aspects of Britvic's development programmes. We're looking forward to bringing this to life through outcome-focussed activities and creating a compelling experience for every delegate.



Dave Buffham
Leading Edge Team Coach

The partnership Leading Edge has with Britvic builds on the great relationships we've developed in the recent months of discovery and design, and there's a shared buzz as we begin the first journey with Britvic managers.