

Pepsi

FACING HEADWINDS AND UTILIZING TAIL WINDS

This case study highlights how NCA partnered with Pepsi during a critical period of organizational transformation at their Plano, Texas production facilities. Through immersive leadership simulations and communication-focused training initiatives, NCA helped Pepsi establish a stronger culture of teamwork, communication, and operational alignment.



INDUSTRY

Consumer Packaged Goods
(Beverages)



CLIENT

Pepsi: Global beverage leader operating production facilities and distribution networks across multiple regions.



SOLUTION AREA

Leadership Development,
Communication, Teamwork &
Operational Alignment

THE CHALLENGE

Pepsi was undergoing a major reorganization focused on improving productivity at its production plants in Plano, Texas. Communication breakdowns between leadership and production teams created barriers to collaboration and efficiency.

There was no clear roadmap for constructive teamwork, and the organization needed a new approach that could unify staff, improve communication, and strengthen accountability across all levels.

Pepsi needed a solution that would engage both leadership and staff, foster collaboration, and create lasting behavioral change.

THE SOLUTION

NCA designed a leadership forum featuring a full-length video docudrama that explored the concepts of headwinds and tail winds within Pepsi.

- **Immersive Simulation:** Developed a live simulation training experience where leaders and teams practiced communication, problem-solving, and collaborative decision-making in realistic scenarios.
- **Ongoing Engagement:** Delivered the simulation program monthly to leadership and production personnel for four years.
- **Focus Areas:** Communication, teamwork, accountability, and leveraging strengths to overcome operational challenges.

The initiative became the linchpin in solving production and teamwork issues within the Plano operation.

THE RESULT

The program was a measurable success and established simulations as a core component of Pepsi's training methodology.

Today, Pepsi regularly utilizes simulation-based learning in its leadership and operational development programs.

- ✓ Stronger communication across teams
- ✓ Improved collaboration and accountability
- ✓ Operational challenges effectively addressed
- ✓ Sustained cultural impact and performance improvement

The techniques introduced during the NCA rollout became a mainstay in Pepsi's continued success, reinforcing teamwork, communication, and operational excellence.

THE RESULT



Established simulations as a core part of Pepsi's training methodology.



Strengthened communication and collaboration across leadership and production teams.



Addressed operational challenges and improved accountability at all levels.



Sustained cultural impact and measurable performance improvements.