



Innovation @ Amazon

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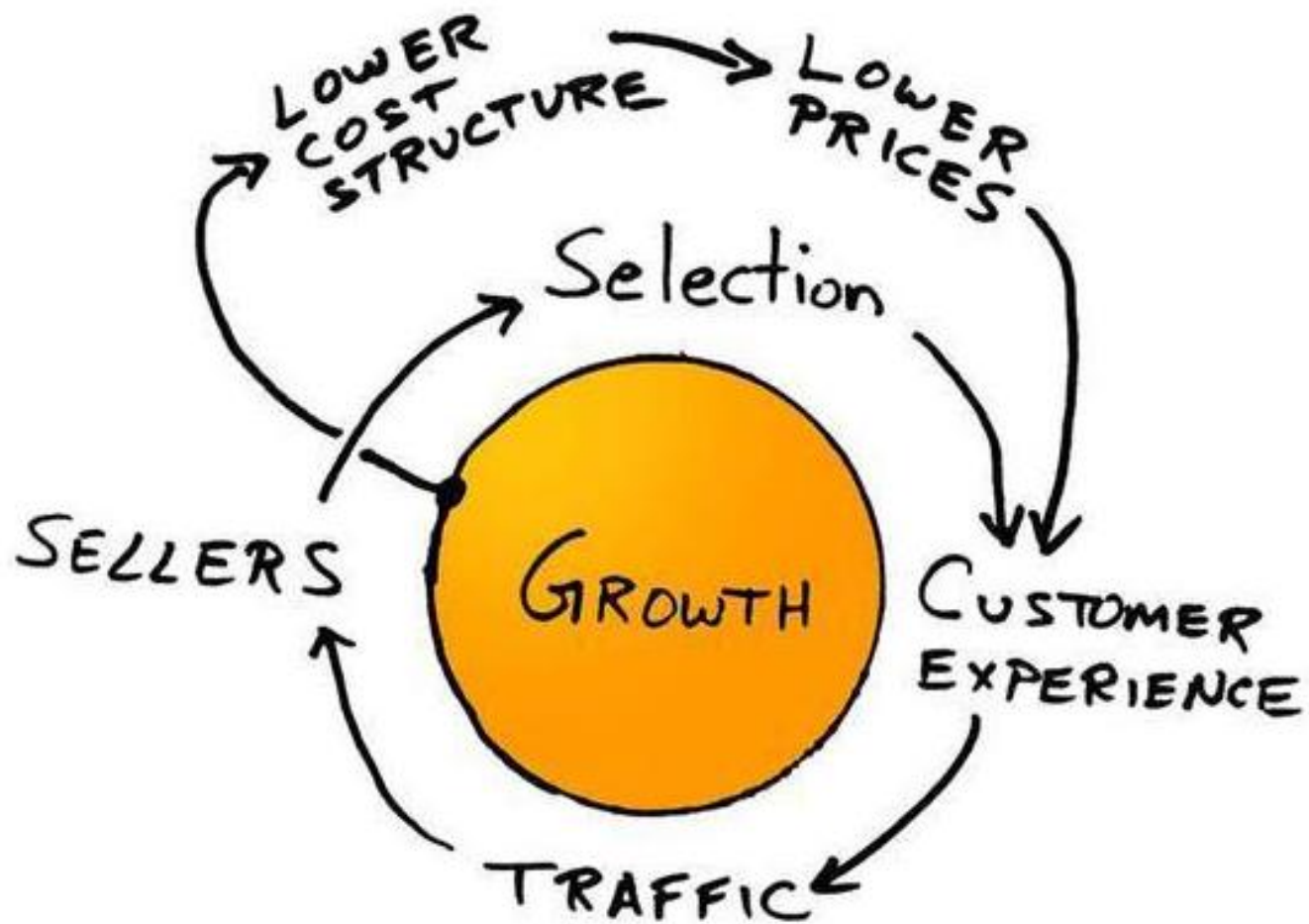
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Some of Amazon's ways

- ❑ Amazon's Leadership Principles
- ❑ Zoom: Customer obsession
- ❑ Zoom: Ownership

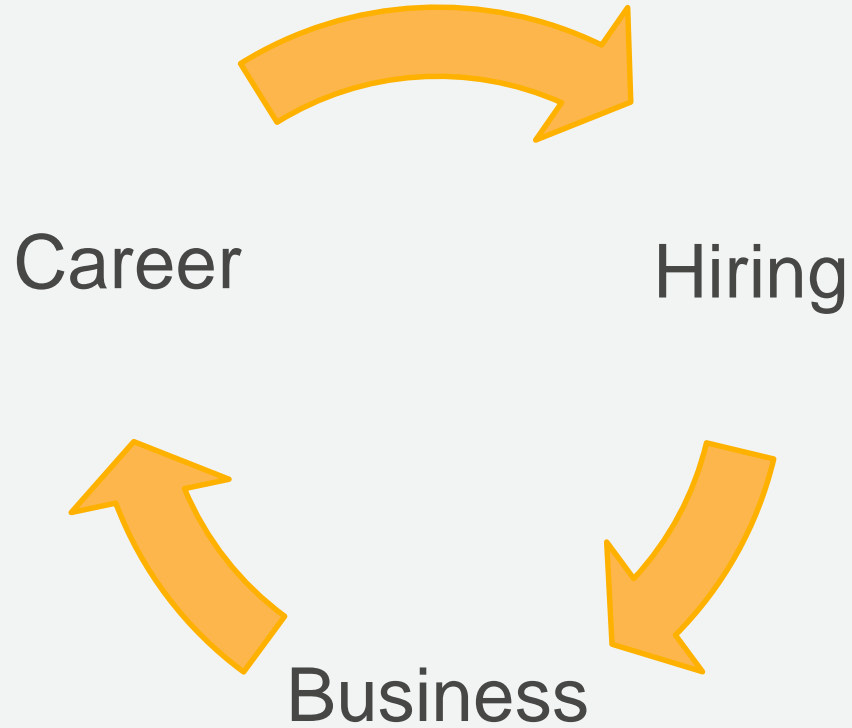


a LEADERSHIP PRINCIPLES



... unless you know better ones.
Please be a leader.

A sustained culture



Customer Obsession

Leaders start with the customer and work backwards. They work vigorously to **earn and keep customer trust**. Although leaders pay attention to competitors, they obsess over customers.

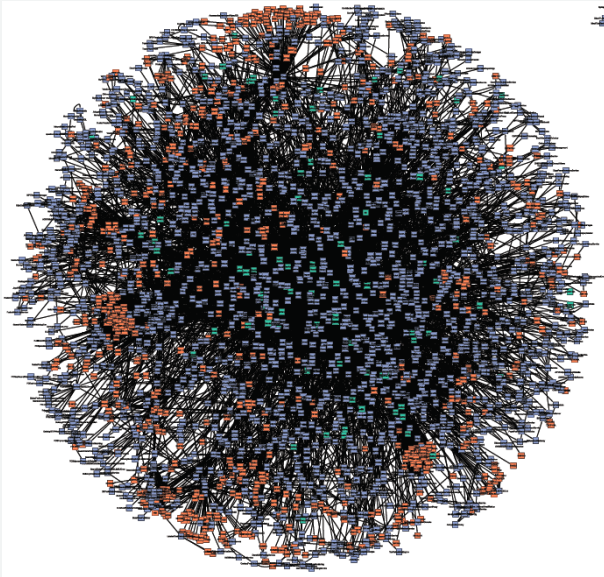
Work backwards from the client

1. Press release
2. FAQ
3. User manual



« by design » agile organization

Modularity of
microservices



Agility of
DevOps



Ownership

Leaders are owners. They think long term and **don't sacrifice long-term value for short-term results**. They act **on behalf of the entire company**, beyond just their own team. They never say "that's not my job".

Welcome to Amazon **Wiki**

... and mailing lists !

Thank **you!**

*It's always **Day One** ;-)*

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