**Customer Obsession**

**My answer:**

I also have been working to satisfy or even exceed the customer expectation. For instance, all architecture and design decisions taken are driven from the customer requirements.

**Principle**

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. [Learn more.](https://w.amazon.com/index.php/LeadershipPrinciples/CustomerObsession)

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**Ownership**

**My answer:**

I follow agile methodologies where each one is part of team and the success of the team is the success of everyone and vice-versa.

**Principle**

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”. [Learn more.](https://w.amazon.com/index.php/LeadershipPrinciples/Ownership)

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**Invent and Simplify**

**My answer:**

It is always important to keep things simple and to do what is essential to costumers, at the same time, is important while doing this to innovate to facilitate costumers life.

**Principle**

Leaders expect and require innovation and invention from their teams and always find ways to simplify. They are externally aware, look for new ideas from everywhere, and are not limited by “not invented here”. As we do new things, we accept that we may be misunderstood for long periods of time. [Learn more.](https://w.amazon.com/index.php/LeadershipPrinciples/InventAndSimplify)

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**Are Right, A Lot**

**My answer:**

It is really important to give to everyone to contribute and to feel part of the team.

**Principle**

Leaders are right a lot. They have strong judgment and good instincts.  They seek diverse perspectives and work to disconfirm their beliefs. [Learn more.](https://w.amazon.com/index.php/LeadershipPrinciples/AreRightALot)

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**Learn and Be Curious**

**My answer:**

**It is important to learn new paradigms or new ways of doing things.**

**Principle**

Leaders are never done learning and always seek to improve themselves. They are curious about new possibilities and act to explore them. [Learn more.](https://w.amazon.com/index.php/LeadershipPrinciples/LearnAndBeCurious)

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**Hire and Develop the Best**

**My answer:**

Help other people to grow and improve their skills

**Principle**

Leaders raise the performance bar with every hire and promotion. They recognize exceptional talent, and willingly move them throughout the organization. Leaders develop leaders and take seriously their role in coaching others. We work on behalf of our people to invent mechanisms for development like Career Choice. [Learn more](https://w.amazon.com/index.php/LeadershipPrinciples/HireAndDevelopTheBest).

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**Insist on the Highest Standards**

**My answer:**

Try to be the best is the only way to achieve great things.

**Principle**

Leaders have relentlessly high standards - many people may think these standards are unreasonably high. Leaders are continually raising the bar and drive their teams to deliver high quality products, services and processes. Leaders ensure that defects do not get sent down the line and that problems are fixed so they stay fixed. [Learn more](https://w.amazon.com/index.php/LeadershipPrinciples/InsistOnTheHighestStandards).

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**Think Big**

**My answers:**

Try to be the best is the only way to achieve great things.

**Principles**

Thinking small is a self-fulfilling prophecy. Leaders create and communicate a bold direction that inspires results. They think differently and look around corners for ways to serve customers. [Learn more](https://w.amazon.com/index.php/LeadershipPrinciples/ThinkBig).

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**Bias for Action**

**My answer:**

Do it and evaluate the results

**Principle:**

Speed matters in business. Many decisions and actions are reversible and do not need extensive study. We value calculated risk taking. [Learn more](https://w.amazon.com/index.php/LeadershipPrinciples/BiasForAction).

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**Frugality**

**My answer:**

Less is more

**Principle**

Accomplish more with less. Constraints breed resourcefulness, self-sufficiency and invention. There are no extra points for growing headcount, budget size or fixed expense. [Learn more](https://w.amazon.com/index.php/LeadershipPrinciples/Frugality).

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**Earn Trust**

**My answer:**

Be correct

**Principle**

Leaders listen attentively, speak candidly, and treat others respectfully.  They are vocally self-critical, even when doing so is awkward or embarrassing. Leaders do not believe their or their team's body odor smells of perfume. They benchmark themselves and their teams against the best.  [Learn more](https://w.amazon.com/index.php/LeadershipPrinciples/EarnTrust).

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**Dive Deep**

**My answer**

**Be proactive**

**Principle**

Leaders operate at all levels, stay connected to the details, audit frequently, and are skeptical when metrics and anecdote differ. No task is beneath them. [Learn more](https://w.amazon.com/index.php/LeadershipPrinciples/DiveDeep).

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**Have Backbone; Disagree and Commit**

**My answer:**

Always make things clear

**Principle**

Leaders are obligated to respectfully challenge decisions when they disagree, even when doing so is uncomfortable or exhausting. Leaders have conviction and are tenacious. They do not compromise for the sake of social cohesion. Once a decision is determined, they commit wholly. [Learn more](https://w.amazon.com/index.php/LeadershipPrinciples/HaveBackboneDisagreeAndCommit).

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**Deliver Results**

**My answer:**

Focus on core business

**Principle**

Leaders focus on the key inputs for their business and deliver them with the right quality and in a timely fashion. Despite setbacks, they rise to the occasion and never settle. [Learn more](https://w.amazon.com/index.php/LeadershipPrinciples/DeliverResults).