# CS 250 12 Principles of Agile Business Manifesto Matrix Text Version

The following is a text version of the matrix of the 12 Principles of Agile Business Manifesto as they apply to Amazon. Each list item below represents one of the principles. The bullets underneath each list item refer to Amazon’s application of the principle.

1. Primary focus is on customer need facilitated by constant improvement of customer experience.
   * Customer Review Tool
   * Two Pizza Team Model
   * Customer Obsession
2. Strategies and tactics are highly adaptive, responsive, and change is welcomed.
   * Risk Acceptance
   * Startup Mentality
   * Flexible Technological Architecture
3. Iterative, sprint methods deliver customer value through continuous progress and momentum.
   * 10-15 day product cycles
   * Customer Review Tool
   * Startup Mentality
4. Effective cross-functional collaboration with a clear intent is supported.
   * Filtered Customer-based data
   * Kaizen Method
   * Lack of Silos
5. Motivated individuals, empowered teams, flexible, trusted working environment and comfort with failure.
   * Kaizen Method
   * Value opinions of all employees
   * Risk Acceptance
6. Bureaucracy and politics are minimized, co-location and face-to-face communication maximized, wherever possible.
   * Two Pizza Team Model
   * Startup Mentality
   * Customer Focus
7. Working outputs are the optimum measure of progress and success.
   * Value quality of products
   * Value quality of customer experience
   * Ability to minimize price and delivery times
8. Support relentless and sustainable innovation and progress. Change is constant, and the pace never slows.
   * Continuous support of innovation
   * Experimentation seen as critical to success
   * Internal Reflection
   * Kaizen Method
9. Technical excellence and good design are central to maintaining pace and agility.
   * Agile Architecture
   * Lean Cloud
   * API
   * Enterprise Service Bus
10. Minimize wasted effort, duplication and resources.
    * Lean Cloud
    * Agile Architecture
    * Two Pizza Team Model
11. The best results emerge from small teams with a high degree of autonomy.
    * Two Pizza Team Model
    * Employee Empowerment
    * Kaizen Method
12. Continuous improvement is achieved through embedded reflection time, behaviors and cultures that support learning.
    * Kaizen Method
    * Continuous Improvement (Internal & External)