



Think Big

Amazon Leadership Principles

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What you will learn

At the core of the lesson

You will learn how to apply the Amazon Leadership Principle, *Think Big*.



Amazon Leadership Principles

What are they?

- The Amazon Leadership Principles are **14 guiding principles** that are used by everyone at Amazon, from the newest employee to the managers of the largest teams.

What do they represent?

- They represent **guides for making decisions**. Most importantly, they will help **make you a leader**.

Amazon Leadership Principles, continued

14 guiding principles

Customer Obsession

Ownership

Invent and Simplify

Are Right, A Lot

Learn and Be Curious

Hire and Develop the Best

Insist on the Highest Standards



Think Big

Bias for Action

Frugality

Earn Trust

Dive Deep

Have Backbone; Disagree and Commit

Deliver Results

Think Big Leadership Principle

What it says

The Think Big Leadership Principle states:

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.



Think Big

An example

Watch this video to see how a person used the Think Big principle to solve an unusual problem:

[AWS DeepLens Powered Cat Flap](https://www.youtube.com/watch?v=ALKz1eKj4n0)




AWS DeepLens Powered Cat Flap link:

<https://www.youtube.com/watch?v=ALKz1eKj4n0>

Group discussion

- What did you think about the video?
- Imagine that you had the necessary engineering knowledge, programming skills, time, resources to build anything you wanted. What would you build? **Think big!**



Discovery activity

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Discovery activity

AWS DeepLens

AWS DeepLens helps put machine learning in the hands of developers, literally.

It includes a fully programmable video camera, tutorials, code, and pre-trained models that are designed to expand deep learning skills.



Discovery activity, continued

Amazon Alexa skills

Alexa *skills* are like apps for Alexa. They provide a new channel for your content and services.

Skills enable customers use their voices to perform everyday tasks, like checking the news, listening to music, playing a game, and more.



Think Big examples

AWS DeepLens community projects

- Review at least three projects on the [AWS DeepLens community projects](https://aws.amazon.com/deeplens/community-projects/) website.



Amazon Alexa skills webpage

- Review [What are Alexa Skills?](#) and [Why Build Alexa Skills](#) on the [Amazon Alexa](https://developer.amazon.com/en-US/alexa/alexa-skills-kit) website.



AWS DeepLens Community Projects link:

<https://aws.amazon.com/deeplens/community-projects/>

Amazon Alexa Skills Kit link: [https://developer.amazon.com/en-](https://developer.amazon.com/en-US/alexa/alexa-skills-kit)

[US/alexa/alexa-skills-kit](https://developer.amazon.com/en-US/alexa/alexa-skills-kit)

Your Think Big project

What is your Think Big idea?

- Form groups of three or four participants.
- Discuss and describe your idea in more detail.
 - What value does your solution bring?
 - What capabilities does your solution have?

Share it

- Present your idea to the class.

AWS DeepLens Challenge #1: Inclusivity link -

<https://www.youtube.com/watch?v=3ly1A8x9XiQ&feature=youtu.be>

AWS DeepLens Challenge #2: Health -

<https://www.youtube.com/watch?v=tw0wCpdllPw&feature=youtu.be>

AWS DeepLens Challenge #3: Games -

<https://www.youtube.com/watch?v=ks1726cU24c&feature=youtu.be>

AWS DeepLens Challenge #4: Sustainability -

<https://www.youtube.com/watch?v=Ut1VGG6TOOw&feature=youtu.be>

Resources that you can use



[AWS DeepLens Challenge #1: Inclusivity](#)



[AWS DeepLens Challenge #3: Games](#)



[AWS DeepLens Challenge #2: Health](#)



[AWS DeepLens Challenge #4: Sustainability](#)

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AWS DeepLens Challenge #3: Games link -

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AWS DeepLens Challenge #4: Sustainability link -

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