

Amazon Leadership 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

Fragality

Earn
Trust

Dive
Deep

Have Back-
bone. Disagree
& Commit

Deliver
Results.

Strive to be
the Earth's
Best
Employer

Success &
Scale bring
broad
responsibility