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Agenda

- ▶ Intro
- ▶ SWOT (Strengths, Weaknesses, Opportunities, Threats)
- ▶ Amazon's Teamwork
- ▶ Strategy for Employee Motivation
- ▶ Leadership Style
- ▶ Summary

Amazon History

founded in the garage of Jeff Bezos
on July 4 1994

4 July 1994

16 July 1995

On July 16, 1995, Amazon opened as an online bookseller, selling the world's largest collection of books to anyone with access to the World Wide Web .

Strengths



Brand Awareness and Marketing Skills



Strong Reputation



2nd largest Workforce Globally



Innovations

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n', resembling a smile.

Weaknesses



Poor treatment of
Employees



Potential Losses
with International
Expansions



Tax Avoidance
Allegations



Opportunities

Continued growth of e-commerce

Expansion into new markets

Increased focus on cloud computing

Acquisition of complementary companies



Threats

The company may face increased competition in the future

Amazon has been criticized in the past for its working conditions

The company may face regulation from governments around the world

Amazon has been the target of several high-profile cyberattacks



Amazon's Teamwork

► Day 1 Mentality

- Importance of placing the customer first.
- Focusing on long-term values rather than short-term profit and making daring risks
- Day 1 is all about being agile, curious, and experimenting all the time.





Two-Pizza Philosophy

- working teams do not become oversaturated with additional “mouths to feed”
- keeping team size small allows for greater accountability, autonomy, and flexibility in scheduling and implementing idea-based changes.



One and Two doors

One-Door

- Decisions that are made through a one-way door are almost impossible to undo

Two-Door

- Decisions about two-way doors may be changed.



Strategies Amazon Uses to Motivate Their Employees

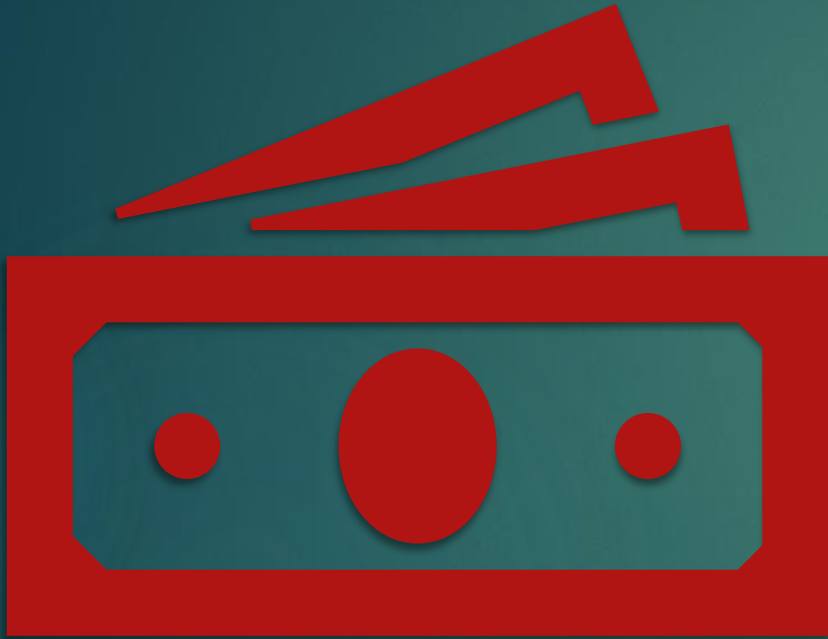
- ▶ Generous Compensation
- ▶ Implementation of feedback
- ▶ Potential for growth




Compensation

- ▶ Minimum starting pay of \$19 an hour
- ▶ Bonuses
 - ▶ range from \$1,000 to \$35,000 depending on the position
- ▶ Average of \$12,000 annually
- ▶ strong annual raise system

Compensation cont.



- ▶ 25-cent hourly raise every 6 months for full-time work
- ▶ 50-cent hourly raise if working for more than 2 years
- ▶ a signing bonus of \$1 100
- ▶ \$125-\$500 for referring a new employee
 - ▶ if the employee stays for more than 60 days
- ▶ “Thank You” bonus for overtime work averaging around \$500

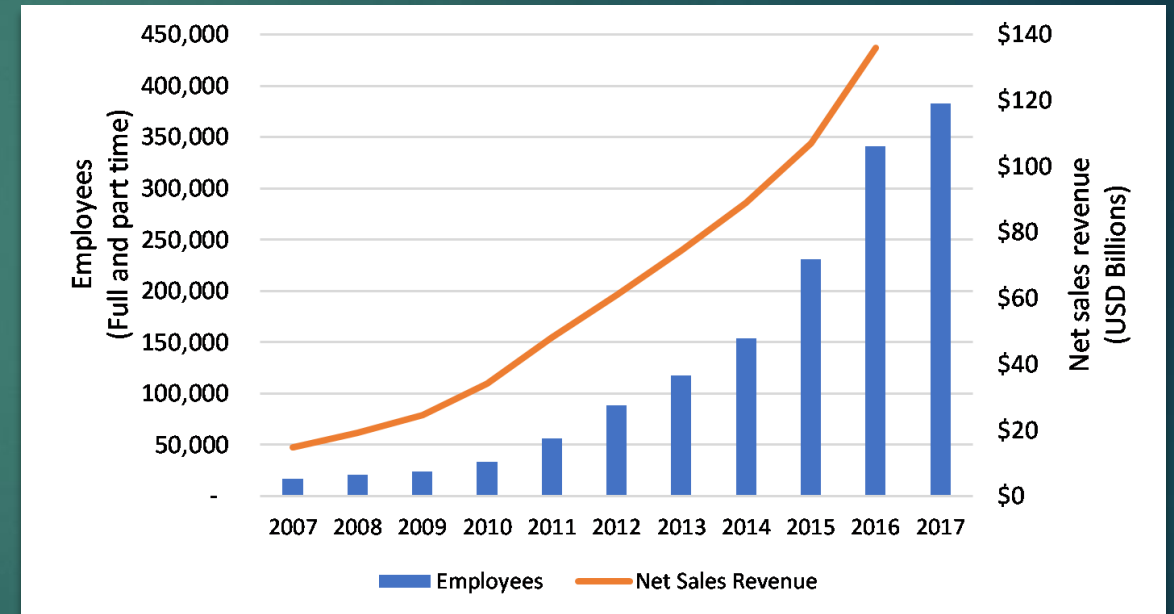


Implementation of Feedback

- ▶ Leaders take input directly from hourly associates
- ▶ Make changes based on their best interests
- ▶ Amazon holds associate forums
- ▶ Help contribute to an overall positive feeling
- ▶ Strong code of conduct

Potential for growth

- ▶ Number one workplace for growth (linkedin.com, 2022)
- ▶ Invested more than \$100 million in tuition
- ▶ Amazon Web Services
 - ▶ a strong leader in the cloud services industry
- ▶ Amazon provides free and paid training for AWS courses
- ▶ Careers in AWS can make upwards of \$270,000 USD



AWS's partnership with Judge Learning Solutions

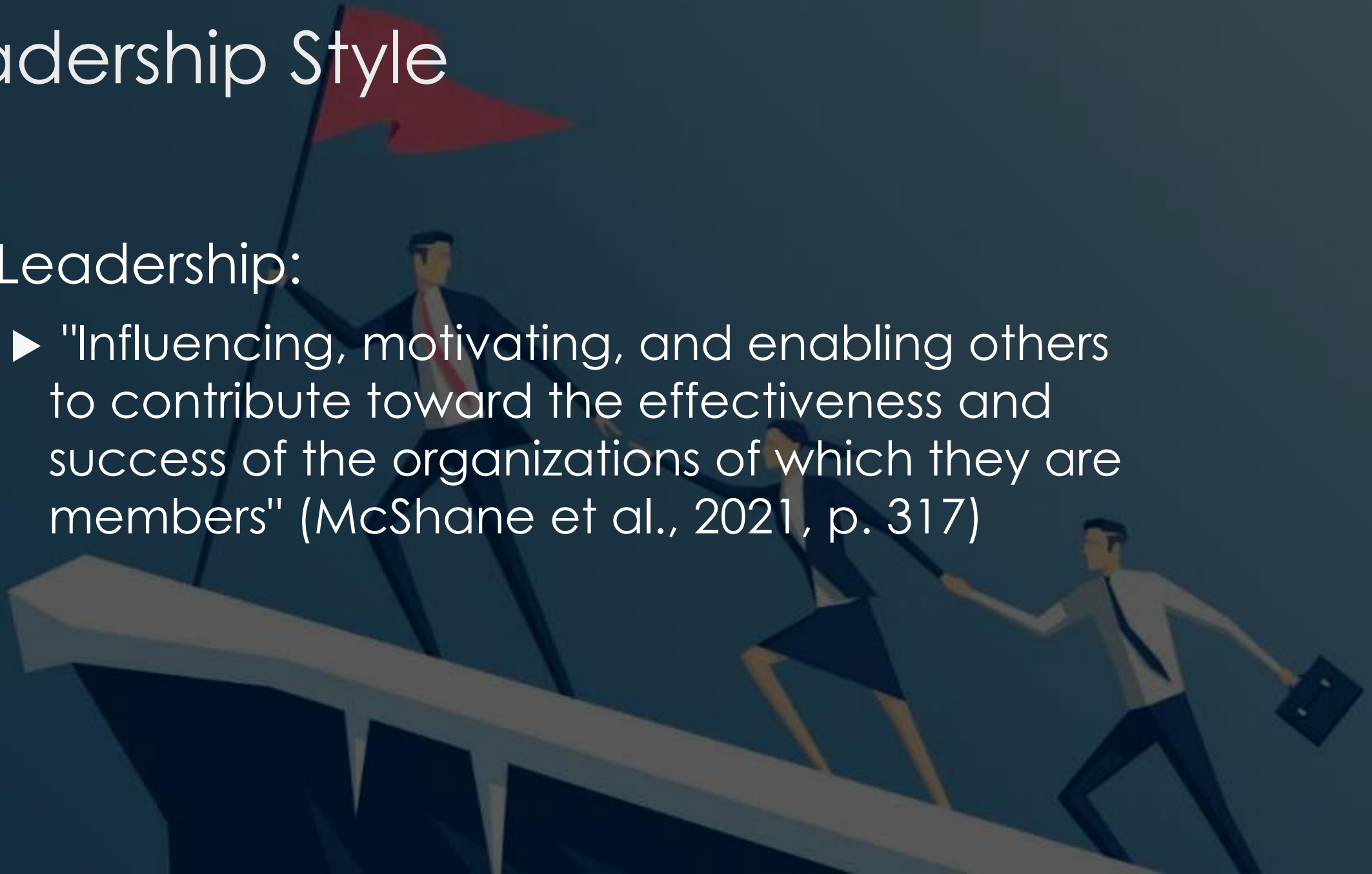


- ▶ Developers
- ▶ Architects
- ▶ DevOps engineers
- ▶ Cost management
- ▶ Data analytics
- ▶ Machine learning
- ▶ Media services
- ▶ Plus many more (The Judge Group, 2022)

Leadership Style

- ▶ Leadership:

- ▶ "Influencing, motivating, and enabling others to contribute toward the effectiveness and success of the organizations of which they are members" (McShane et al., 2021, p. 317)



Transformational Leadership

- ▶ Leaders of this type of leadership typically changes,
 - ▶ “teams or organizations by creating, communicating, and modelling a vision for the organization and inspiring employees to strive for that vision” (McShane et al., 2021, p. 318).



Autocratic Leadership

“when you’re the leader, what you say goes” (Rigby, 2021)

"we're-going-to-conquer-the-world" mentality





Andy
Jassy

Conclusion



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