Team Paper Saad Al-Mridha

Company: Amazon Tiberiu Voinea

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SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of the company

**Done by:** *Tibi & Devin*

Explain the company’s efforts to improve teamwork

**Done by:** *Stanley*

Explain the leadership style of that organization

**Done by:** *Saad*

Explain the strategies they use to motivate their employees

**Done by:** *Markus*

Amazon has multiple factors that motivate their employees. The combination of compensation, benefits, implementation of feedback, and potential for growth creates a strong drive within Amazon. The main drive factor within Amazon is their compensation. With a minimum starting pay of $19 per hour, it is more than double the federal minimum wage in the United States (Amazon, 2022). The bonuses are a direct result of performance in work, thus motivating people to work harder and perform better. Large bonuses range from $1,000 to $35,000 depending on the position, with an average of $12,000 (PayScale, 2022). Furthermore, Amazon has a strong annual raise system. Employees will receive 25-cent hourly raise every 6 months for full-time work, or 50-cent hourly raise if working for more than 2 years. To motivate employees to work at Amazon, Amazon offers a singing bonus of $1100; moreover, Amazon offers an additional bonus ranging from $125-$500 for referring a new employee if the employee stays for more than 60 days. Lastly, Amazon has a “Thank You” bonus for overtime work averaging around $500 (mission-statement.com 2022). Amazon’s huge list of benefits promotes workers to continue working hard. These benefits in Canada are health and dental, retirement plan, financial security, maternity and parental leave, paid time off, overtime and discounts. Additionally, the Employee and Family Assistance Program is to assist workers with the professional counselling to support them and their family (amazondelivers.jobs, 2022). Amazon engages their employees by continuing to listen to their feed back. Leaders take input directly from hourly associates and makes changes based on their best interests. Also, Amazon holds associate forums where workers can talk directly about their leadership (sustainability.aboutamazon.com, 2022). Amazon has a strong code of conduct. These principles are applied worldwide across all Amazon workplaces, and they help attribute to an overall positive feeling in the Amazon work setting (sustainability.aboutamazon.com, 2022). Amazon is the number one workplace for growth (linkedin.com, 2022). Amazon contributed many resources to provide growth for current or future employees. The company has invested more than $100 million in tuition for their employees (hiring.amazon.com, 2022). A large component of Amazon growth for their employees is their Amazon Web Services or AWS for short. AWS is a strong leader in the cloud services industry, and Amazon wants to keep it at the top. Amazon provides free and paid training for courses for AWS (aws.training, 2022). These courses can help provide training for beginners who want to work for AWS, or current employees looking to improve their skills. AWS’s partnership with Judge Learning Solutions provides courses for developers, architects, DevOps engineers, cost management, data analytics, machine learning, media services, and professionals with operations and security roles plus many more (globenewswire.com, 2022). These opportunities have great potential as careers in AWS can make upwards of $270,000 USD for senior roles (indeed.com, 2022). Altogether, Amazon’s competitive compensation, strong benefits, focus on feedback, and tons of potential for growth, help motivate their employees.