



Amazon Leadership Principles: Customer Obsession

Techno Functional Soft Skills

Welcome to the Amazon Leadership Principles activity, Customer Obsession.

Customer Obsession

- Leaders start with the customer and work backwards.
- They work vigorously to earn and keep customer trust.
- Although leaders pay attention to competitors, they obsess over customers.

For this activity, you will be discussing the Amazon Leadership Principle: Customer Obsession.

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STAR methodology

For reference while thinking of your personal experiences, here is a reminder of the STAR methodology.

- **Situation:** Describe the situation you were in: for example, the second day in class working on operating systems.
- **Task:** Describe the goal you were working toward or the task you had been given.
- **Actions:** Describe the specific steps YOU took and YOUR contribution. Focus on your input.
- **Result:** Describe the outcome of your actions. What happened?

When you use the STAR method for answering interview questions, you can provide examples from your experiences and skills that demonstrate your ability to do a job. This method helps you keep your responses organized and focused so that you provide examples of how you have successfully handled situations at work in a uniform manner.

Activity: Customer Obsession

Time: 50 mins

In this activity:

You will discuss the Amazon Leadership Principle: Customer Obsession

To Do:

- Think of a time when you demonstrated this leadership principle, and use the STAR methodology to document your story.
- Work with a partner to practice sharing your story. This activity will help you prepare to answer behavioral questions in a job interview.



Practicing use of the STAR methodology will facilitate a successful interview after completion of the program.



Thank you



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