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Amazon Leadership Principles: Think Big

**Techno Functional Soft Skills**

# What you will learn

## At the core of the lesson

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

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# Amazon Leadership Principles (1 of 2)

## What are they?

- The Amazon Leadership Principles are **16 guiding principles** that everyone at Amazon uses, 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**.

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## 16 guiding principles

| | |
|---|---|
| Customer Obsession | **Think Big** |
| Ownership | Bias for Action |
| Invent and Simplify | Frugality |
| Are Right, A Lot | Earn Trust |
| Learn and Be Curious | Dive Deep |
| Hire and Develop the Best | Have Backbone; Disagree and Commit |
| Insist on the Highest Standards | Deliver Results |
| Success and Scale Bring Broad Responsibility | Strive to be Earth's Best Employer |

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# Think Big Leadership Principle

## What it says

The Think Big Leadership Principle states the following:

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.
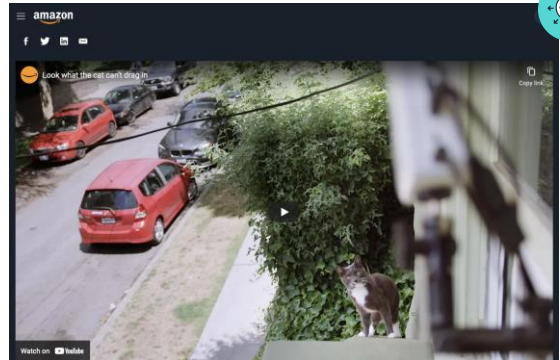
# Think Big example

## An example

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

Look what the cat can't drag in

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For more information about how to use the Think Big principle to solve a problem, see *Look what the cat can't drag in* at https://www.aboutamazon.com/news/innovation-at-amazon/look-what-the-cat-cant-drag-in.

# Group discussion

- What did you think about the video?

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

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# Activity

# Discovery activity (1 of 2)

## AWS DeepLens

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

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

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# Discovery activity (2 of 2)

## Amazon Alexa skills

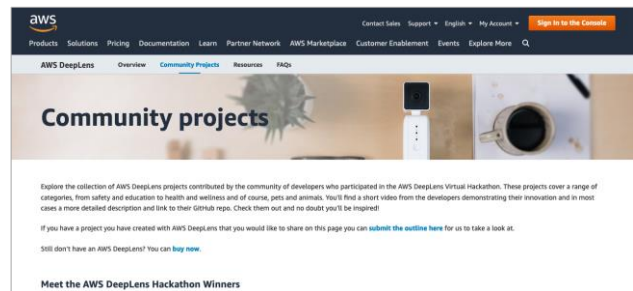**Alexa skills** are like apps for Alexa. They provide a new channel for your content and services.

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

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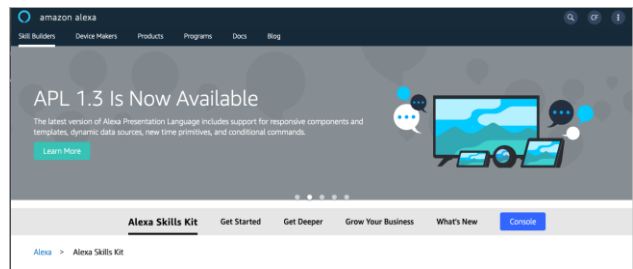## Think Big examples

### AWS DeepLens community projects

- Review at least three projects on the **AWS DeepLens community projects** website.

### Amazon Alexa skills webpage

- Review **What are Alexa Skills?** and **Why Build Alexa Skills** on the **Amazon Alexa** website.

For more information and examples, see the following links:
- AWS DeepLens Community Projects at https://aws.amazon.com/deeplens/community-projects/
- Amazon Alexa Skills Kit at 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.

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For this group activity, form groups of three or four participants. Review the questions on the slide, and create an idea based on your group's findings. Be prepared to discuss and describe your idea in more detail.

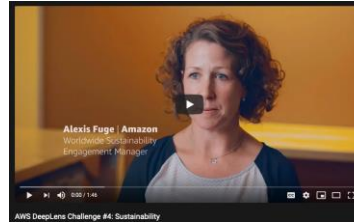# Resources that you can use



AWS DeepLens Challenge #1: Inclusivity



AWS DeepLens Challenge #3: Games



AWS DeepLens Challenge #2: Health



AWS DeepLens Challenge #4: Sustainability

For more information, see the following topics on the AWS DeepLens Challenge website.

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For more information, see the AWS DeepLens Challenge website at https://aws.amazon.com/deeplens/challenge/. In this series of themed challenges, you have the opportunity to combine your ideas with the capability of AWS DeepLens to create machine learning projects that can have a positive impact on the world. The page has a series of challenges: inclusivity, health, games, and sustainability. Review the four challenges.

# Thank you

Thank you for completing this module.