



# People: The Human Side of Innovation

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July 14, 2023

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## AGENDA

- ❖ Introductions
- ❖ AWS people processes – preparation for innovation
- ❖ Application - LAB team discussion and activities

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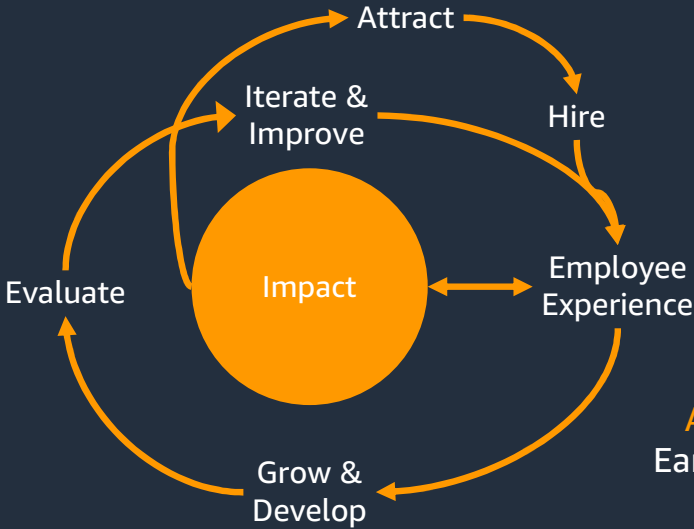


**Amazon's Mission:**  
Earth's most customer centric company  
*Earth's best employer*  
*Earth's safest place to work*

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### The employee experience flywheel



The diagram illustrates the 'employee experience flywheel' as a continuous cycle of six stages surrounding a central orange circle labeled 'Impact'. The stages are: 'Attract' (top), 'Hire' (top-right), 'Employee Experience' (right), 'Grow & Develop' (bottom), 'Evaluate' (left), and 'Iterate & Improve' (top-left). Arrows connect these stages in a clockwise direction, forming a circular path. A double-headed arrow also connects 'Employee Experience' and 'Impact', indicating a bidirectional relationship.

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**amazon**  
**Leadership Principles**

Customer Obsession  
Invent and Simplify  
Learn and Be Curious  
Insist on the Highest Standards  
Deliver Results  
Strive to be Earth's Best Employer  
Have Backbone; Disagree and Commit

Success and Scale Bring Broad Responsibility  
Ownership  
Are Right, A Lot  
Hire and Develop the Best  
Think Big  
Bias for Action  
Frugality  
Earn Trust  
Dive Deep

... unless you know better ones. Please be a leader.

**Our Leadership Principles**

<https://www.aboutamazon.com/about-us/leadership-principles>



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Ownership  
Are Right, A Lot

**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.

<http://www.aboutamazon.com/about-us/leadership-principles>



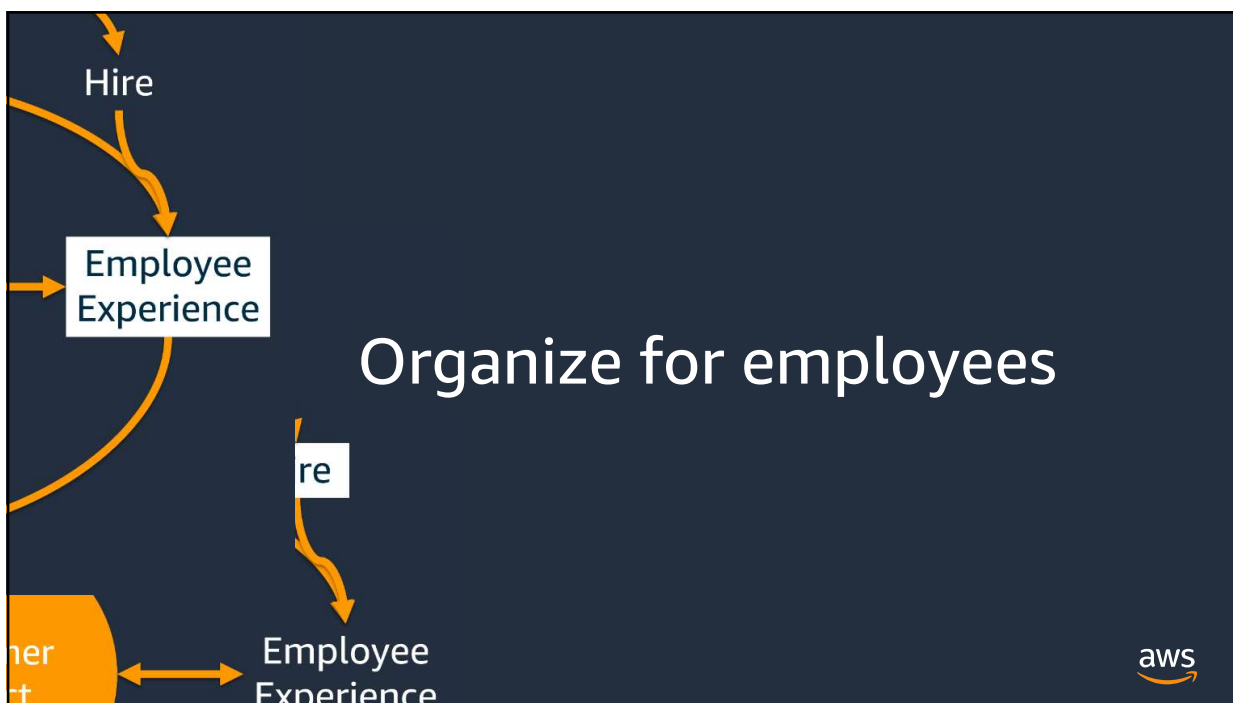



The infographic features the Amazon logo and a central DNA helix structure. The helix is composed of two strands, one light blue and one light green, with various colored segments. Labels are placed around the helix: 'Customer Obsession' at the top left, 'Ownership' at the top right, 'Are Right, A Lot' on the right side, 'Earn Trust' at the bottom right, 'Dive Deep' at the bottom center, and 'Have Backbone; Disagree and Commit' at the bottom left. The text 'Learn and Be Curious' is partially visible on the left side. The title 'Leadership Principles' is written vertically on the left.

## Amazon's Leadership Principles


**Ownership**  
Leaders are owners.  
They think long term and don't sacrifice long-term value for short-term results.  
They act on behalf of the entire company, beyond just their team.  
They never say "that's not my job".

<http://www.aboutamazon.com/about-us/leadership-principles>



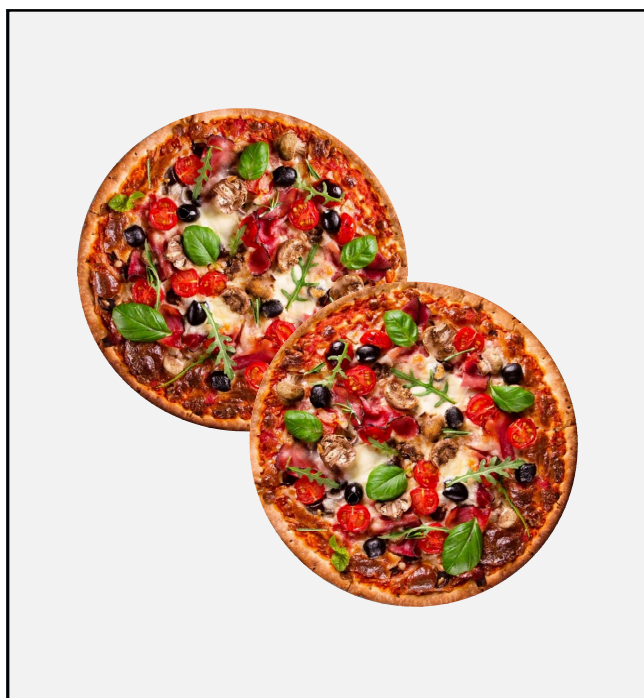
The diagram is set against a dark blue background. It features several orange arrows and text elements. At the top left, the word 'Hire' is written. An arrow points from 'Hire' to a white box containing the text 'Employee Experience'. Another arrow points from the left side of the slide to this box. Below this, another arrow points from the 'Employee Experience' box to a second 'Employee Experience' box at the bottom. A small white box with the letters 're' is positioned above the arrow connecting the two 'Employee Experience' boxes. At the bottom left, there is a white box with the letters 'ner' and 't' on separate lines. A double-headed orange arrow connects this box to the bottom 'Employee Experience' box. The title 'Organize for employees' is written in large white font in the center-right. The AWS logo is in the bottom right corner.

## Organize for employees





Amazon hires **builders** and lets them build



Two-pizza teams are fast and agile, fostering **ownership** and **autonomy**



Small, decentralized, nimble teams



Own and run what you build





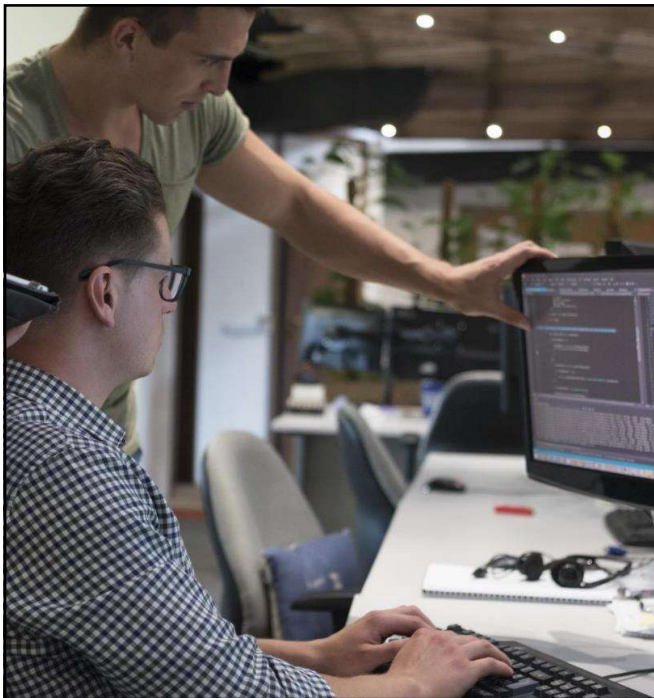
The graphic has a dark blue background on the left with white text: 'Job-specific learning paths for **onboarding** and **career growth**'. The right side features a collage of educational icons including a bar chart, a lightbulb, gears, a pencil, and an open book. The words 'TRAINING COURSES' are written in large, bold, black, hand-drawn letters across the center.

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Self-service learning without **gatekeepers**



Formal and informal **stretch assignments** and **job rotations** develop and broaden skills





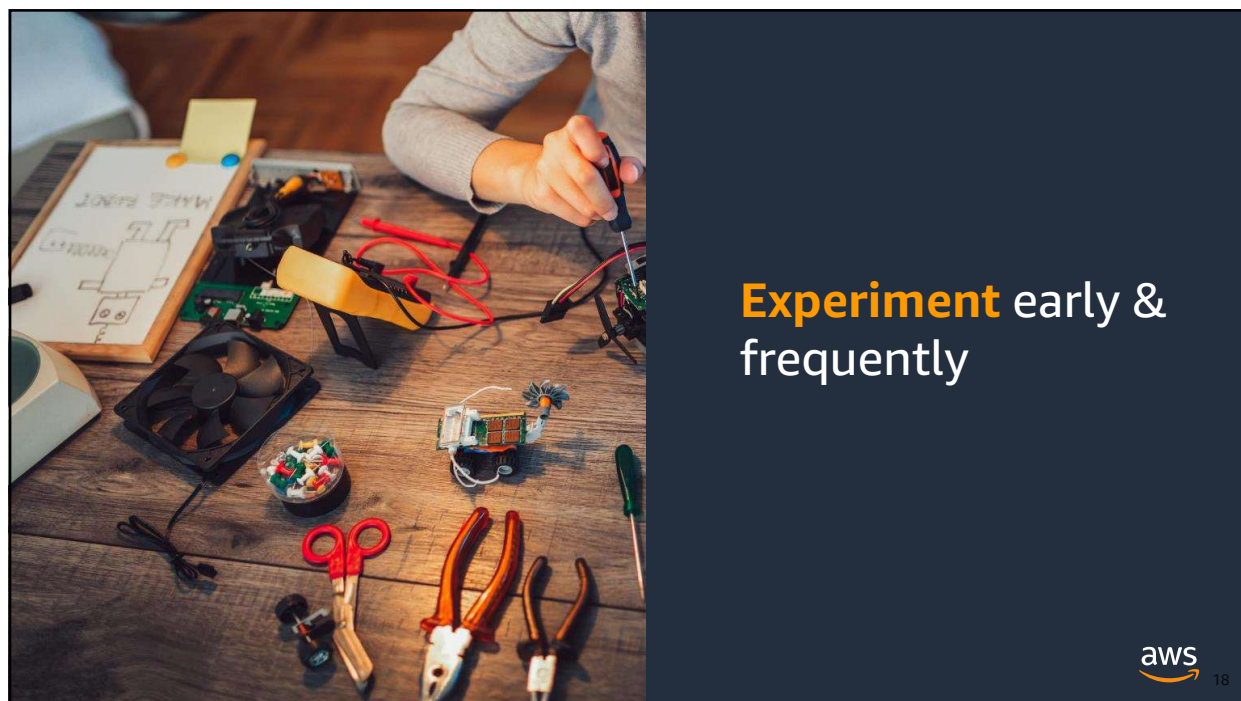
## Individual performance

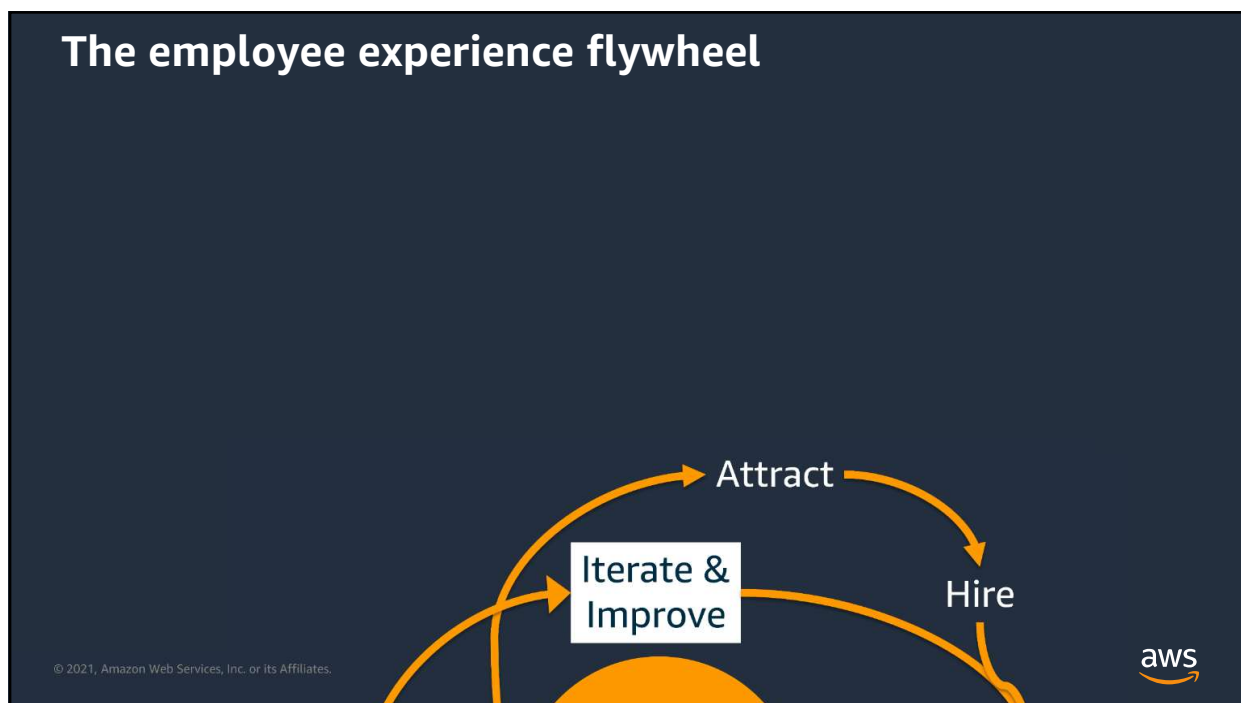
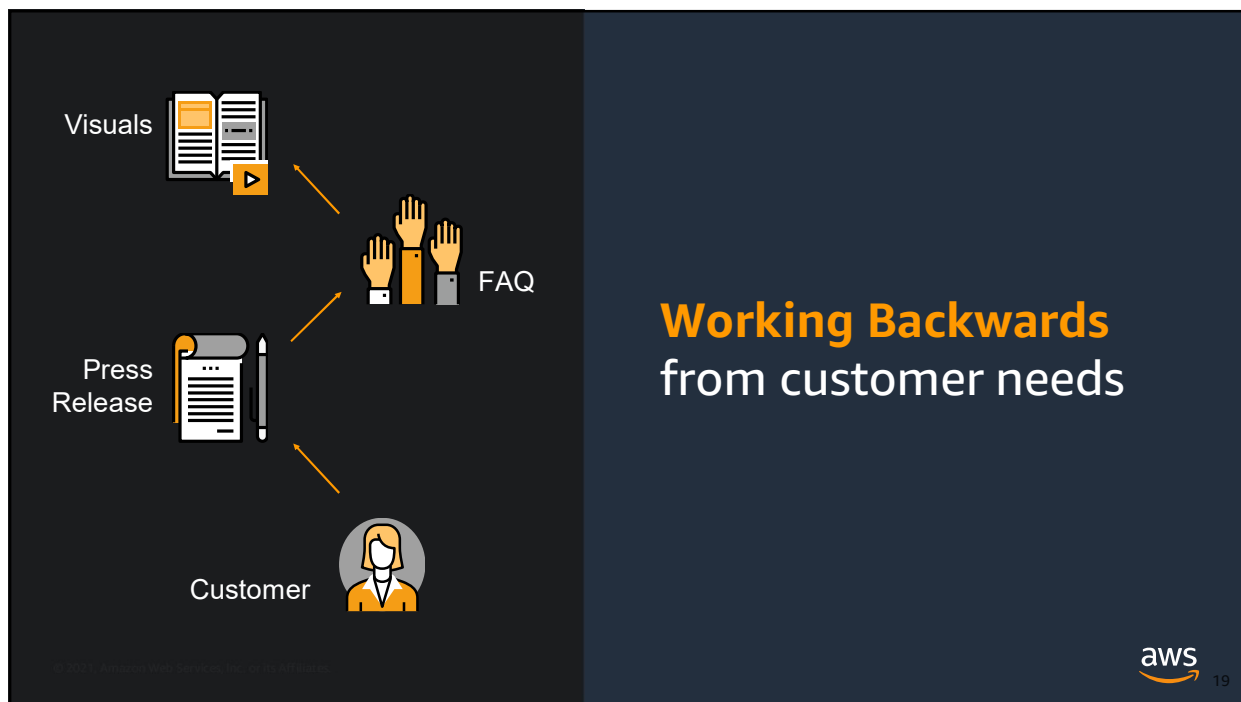
**Forte**  
Celebrate **employee strengths**.  
“What’s your superpower?”

**Raise the bar**  
Evaluate individuals based on **job performance**, decoupled from business outcomes.

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