



PROCESSES & IT
THEATRE

Case study: The Amazon innovation model

Chris Masey, Account manager, UK public sector, NPO - Amazon Web Services

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learning

CAPITA



Amazon Innovation Model

Customer Experience Conference

Monday 25th February

Chris Masey, Account Manager, AWS





Topics

Who are AWS?

Innovation at Amazon:

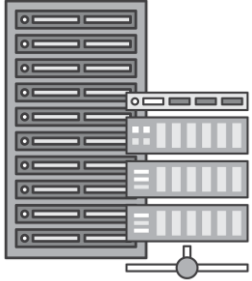
- Pizza
- Leadership Principles

Innovation Methods to Try

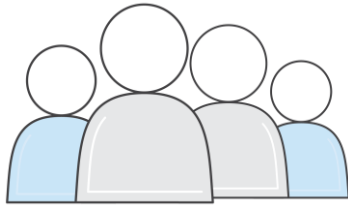
Private Q & A



On Premise



Equipment



**Resources and
Administration**



Contracts



Cost

AWS Cloud



**No Up Front Expense
Pay for what you Use**



Agility



**Scale Up and
Down**



**Self-Service
Infrastructure**



Who We Work With



NETFLIX



UCAS

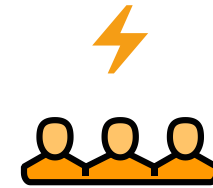


JustGiving™

> Innovation at Amazon



Two-Pizza teams are fast and agile, foster **ownership and autonomy**



Small,
decentralized
teams are
nimble



Own and run
what you
build



Leadership Principles

Customer Obsession

Ownership

Invent and Simplify

Are right, a lot

Learn and Be Curious

Hire and Develop the Best

Insist on the Highest Standards

Think Big

Bias for Action

Frugality

Earn Trust

Dive Deep

Have Backbone, Disagree and Commit

Deliver Results



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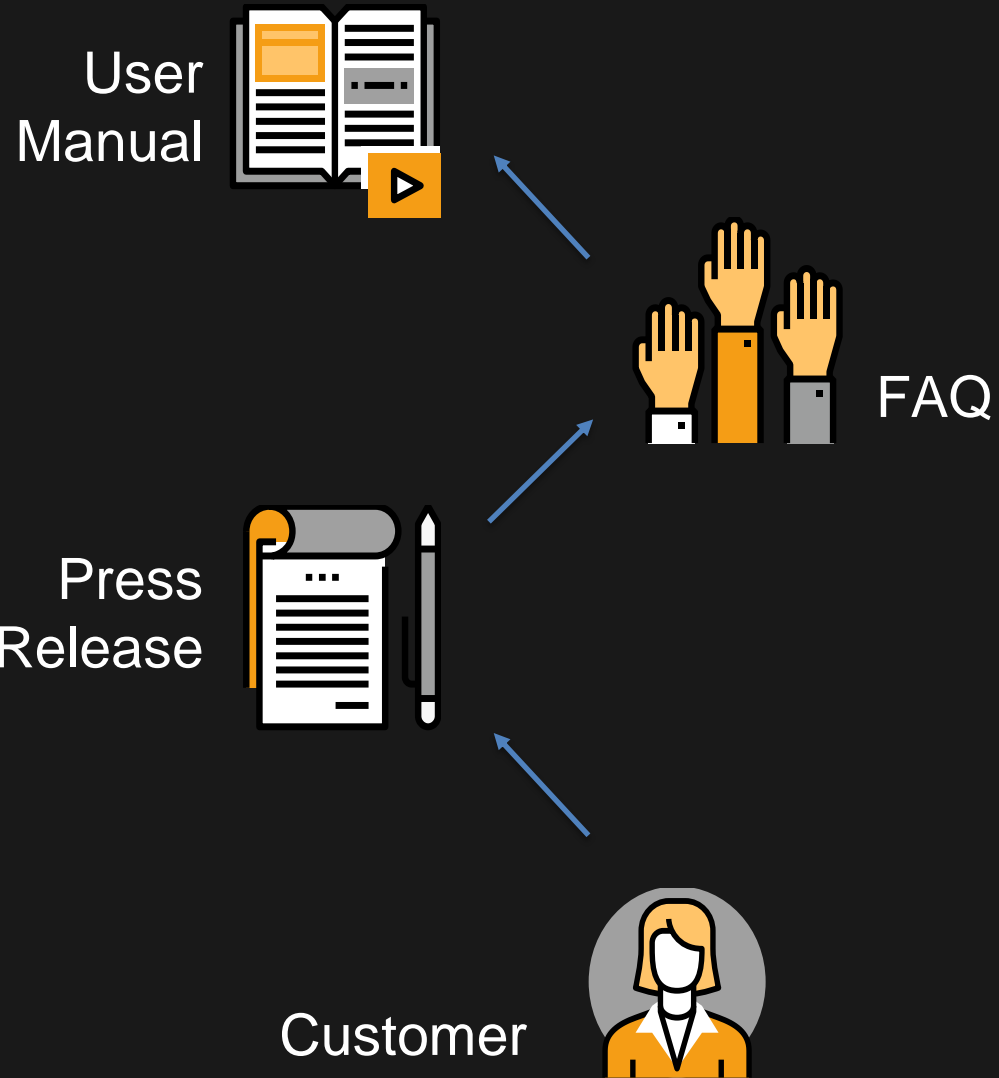


Customer Obsession

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.

> The 5 Questions





Working Backwards is a process

Use it to get clarity, not to document what you've already decided to do.



amazon go

Welcome to Amazon Go and the world's most advanced shopping technology. No lines, no checkout—just grab and go!





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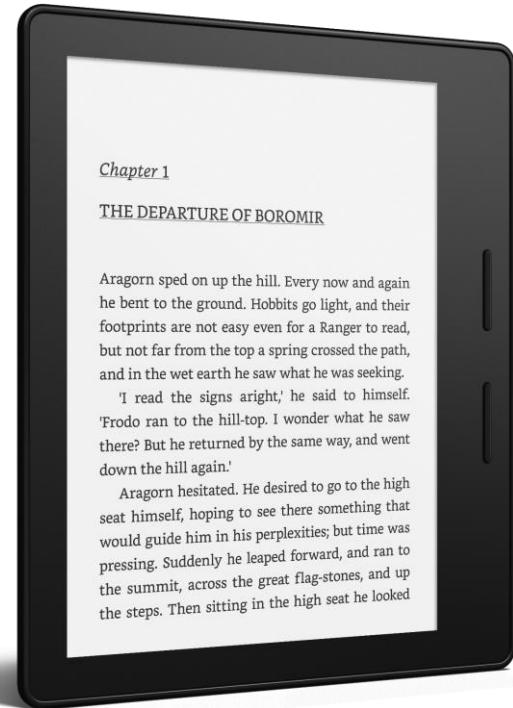
Deliver Results



Are Right, A Lot

Leaders are right a lot. They have strong judgment and good instincts. They seek diverse perspectives and work to disconfirm their beliefs

> Willingness to be misunderstood



> Willingness to be Misunderstood



1,430

New Services and Features
introduced in FY 17

Millions of

Monthly Active Customers



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Think Big

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.



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Innovation Methods to Try

Easy ones:

2 Pizza Teams

**Working Backwards Press
Release & FAQ**

Write a 6 Pager

Harder:

Be Willing to Fail

**Deliver Results – Actually Do
What You Planned !**



Questions?

Thanks For Listening