

# Jeff Bezos

CEO, Amazon

Jeff Bezos is the visionary behind the world's largest online retailer, Amazon, which serves more than 209 million active customers with products ranging from e-books to flat-screen TVs to dog food.

## CREATIVE LEADERSHIP



### CREATING A CLIMATE WHERE CREATIVITY THRIVES

*"You need a culture that high-fives small and innovative ideas and senior executives [that] encourage ideas... For innovative ideas to bear fruit, companies need to be willing to "wait for 5-7 years, and most companies don't take that time..." - Jeff Bezos*

### GENERATING NEW ORGANIZATIONAL POSSIBILITIES

*"What we want to be is something completely new. There is no physical analog for what Amazon.com is becoming."*

*"One of the only ways to get out of a tight box is to invent your way out." - Jeff Bezos*

### FOSTERING CREATIVE TALENT

*"Recognize exceptional talent, and willingly move them throughout the organization. Leaders develop leaders and take seriously their role in coaching others. We work on behalf of our people to invent mechanisms for development like Career Choice." - Amazon's Leadership Principles*

### CONSISTENT MORAL, SOCIAL & ETHICAL PURPOSE

*"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better." - Jeff Bezos*



## Leadership Traits and Behaviors



**Energy**  
**Creativity**  
**Charisma**  
**Emotional Intelligence**  
**Drive & Motivation to succeed**  
**Confidence**  
**Honesty & Integrity**  
**Confidence**  
**Resilience**  
**Passion**  
**Hard work**  
**Risk-taking**



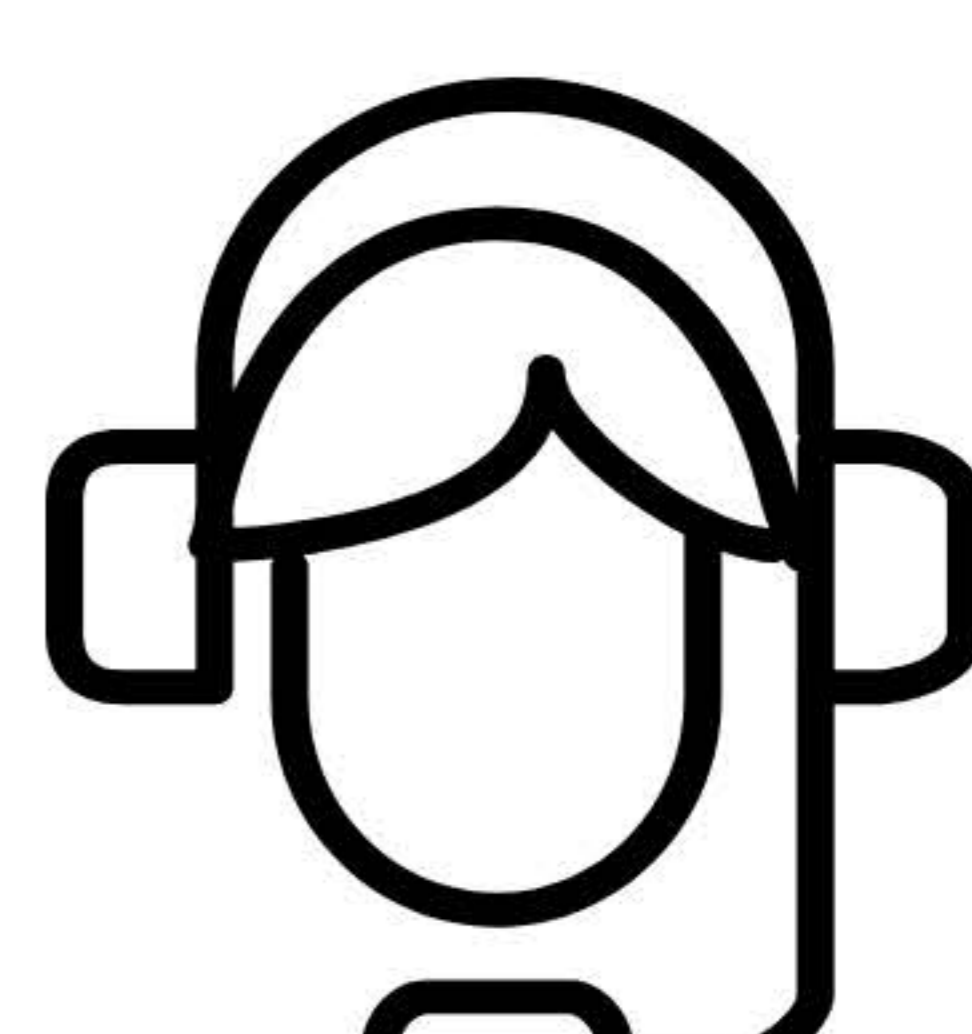
## LEADERSHIP STYLE

**Visionary:** Primarily, Bezos is a visionary. He consistently emphasizes his vision for where he sees his company to stand, and where he would like to see it in the long term. With the benefit of hindsight, it may be seen that decades ago when Amazon was virtually non-existent, Bezos was able to turn his vision into a reality.



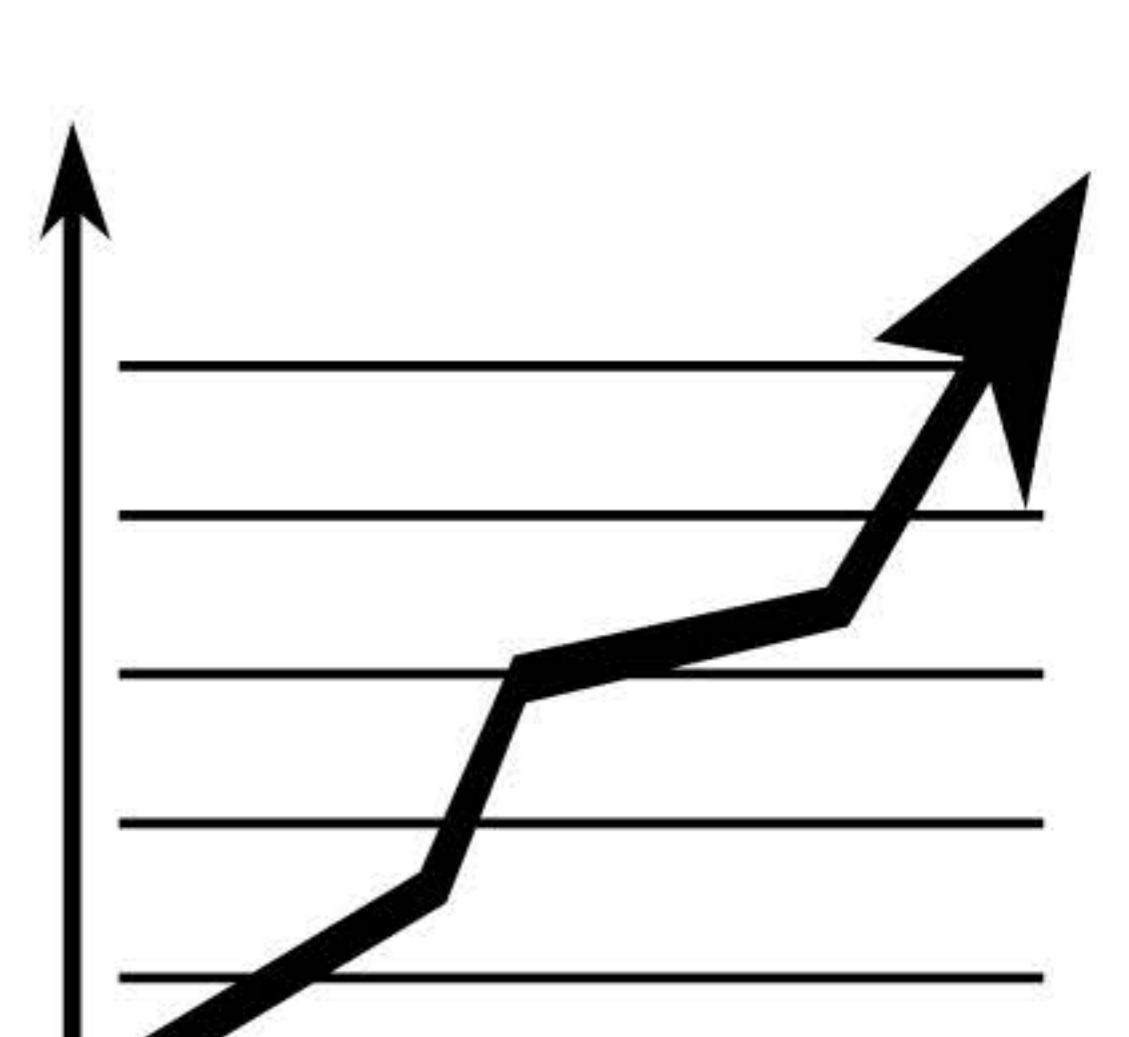
**Customer-Centric:** Bezos is a leader who values his followers, and takes an approach to understand what they want. This proved to be a key competitive advantage for Bezos, as his company was able to identify market trends and what consumers want, rather than pushing down products on to the consumer. As stated by Bezos, the philosophy at Amazon is to start with the customer and 'work backwards from there' (Metz, 2017).

**Excellent Communicator:** Bezos has a style of communication which resonates with followers. Bezos is able to speak at shows and bring out new products and innovations in a style similar to tech gurus Steve Jobs and Elon Musk. The reason Bezos is so excellently able to convey his message is because he is passionate about it and truly understands it.



**Self-Actualization:** Bezos is not simply content with what he has, and constantly seeks ways to improve and innovate. Constantly reminded by his humble beginnings, Bezos is aware of what hard work can build, as well as the passion and dedication that is required to reach new heights. As such, Bezos is always focused on the long-term goals, rather than rejoicing in the moment.

**Opportunistic:** Bezos has a knack for capitalizing on opportunities before others. This is a characteristic which the best of leaders possess, in that they are constantly aware of their surrounding and predicting what is about to happen. The obvious example is Bezos' acknowledgement of the World Wide Web, prior to many others.



**High Expectations:** Bezos is aware of his talent and level of success, and he expects the same from everyone else. His work ethic and principles drive his success, and influence those around him. Bezos does not want to be around others who do not possess similar work ethics, as he understands to be successful you must work with highly motivated and productive people.

## GENERAL APPROACH



Bezos' is an exceptional chief with simple, but powerful philosophies with considerable leadership insight, examples of which include:

- Being illiberal giving directives, but not being a tyrant
- Being a theorist and an accomplisher
- Trying a plethora of many ideas
- Maximizing resources, eliminate waste, optimize time
- Seeking action when there is success
- Being inquisitive
- Maximizing resource, eliminate waste, optimize time
- Keeping standards high and focusing on talent acquisition and talent development.

## LESSONS FOR FUTURE LEADERS

### Be Stubborn and Flexible

*"We are **stubborn** on vision. We are **flexible** on details." - Jeff Bezos*

### Strive for Novelty

*"If you double the number of experiments you do per year you're going to double your inventiveness." - Jeff Bezos*

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