Culture of Innovation

Thank you for attending today's Amazon Culture of Innovation session. During our time together, we shared insights and best practices about how Amazon and AWS have retained a long-term approach to innovation: starting with the customer, and working backwards from their needs. We shared our approach across four interdependent elements that empower everyone in our organization to innovate at speed and scale to constantly to surprise and delight customers

- **Culture** – creating a highly distributable culture with mental models (Leadership Principles) that enable high-judgment, rapid decision-making; building businesses around closed-loop flywheels focused on customer's durable, long-term needs; motivating a "Day 1" culture that fosters constant experimentation and iteration
- **Mechanisms** – consistent, customer-centric mechanisms (like PRFAQs) that turn good intentions into action, democratize innovation, generate diverse perspectives that challenge assumptions, and sharpen ideas
- **Architecture** – we shared our own journey of moving to a microservices architecture that supported rapid growth and change, reduced dependencies, and allowed greater access to the technology that helps our builders build
- **Organization** – form small, autonomous teams that own what they create, with the right resources to support rapid innovation, nimble experimentation, and a single-threaded focus on their customers' end-to-end experience

If you would like to dive deeper

If you want to learn more about the topics we touched on during the Culture of Innovation presentation, please review the offerings below. Each of these can be delivered in an hour-long session, or as an extended interactive workshop.

DIVE DEEP TOPICS	ABSTRACT
Making high-velocity decisions	An interactive session where we dive into the mental models and specific mechanisms that help Amazon and AWS make high-quality and high-velocity decisions at scale and speed. This session shares best practices with a hands-on approach using real-world business scenarios. You then put the concepts to use, applying them in a dynamic, collaborative workshop applying these mechanisms to corporate decisions Amazon and AWS faced at a pivotal point of their innovation journey.
Shaping culture: Mechanisms and mental models	We all interact with the world through a set of mental models – values and assumptions that lead to specific actions, and the artifacts that document these actions. To assist in building a lasting, performant corporate culture, you not only need strong mental models to guide your employees and help them make decisions, but the right mechanisms to help operationalize company values and mental models, and help them persist. This session dives into best practices that help create strong mechanisms, and examples from Amazon's own approach, including mechanisms used for strategic, operational, and day-to-day decisions.
Leading beyond line of sight: Amazon's two-pizza teams	Accelerating innovation in the cloud and inventing ahead of customer's rapidly-changing demands is crucial. It requires C-Suite and Line of Business executives to have the right team structure, capabilities, and culture – and the right leaders – to foster innovation from all edges of their organization and realize their digital innovation vision. Join us to learn how Amazon and AWS leverage its "two-pizza team" model – small, autonomous, agile teams who own what they create. In this session, you will dive deep to learn how Amazon's two-pizza teams are structured and led, and the mechanisms that ensure accountability, speed, communication, governance, and more.

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Bringing Innovation to your business

AWS has a number of offerings to help your company apply the best practices discussed in the presentation today.

1. **Dive deeper and apply mechanisms.** to apply the lessons learned from today's session you can continue to explore through the other **CoI 300 topics**, as well as engage in one of the ten Learning from Amazon sessions offered by Innovation Programs. For an applied experience we have **Working Backwards Engagements**, which identify a specific opportunity or challenge, define solutions that delight customers, collaboratively create a PR-FAQ, prototype and test a Minimum Lovable Product, and bring that innovation to life on AWS.

2. **Build a platform to innovate**. We can help you leverage the speed and agility of the AWS cloud by migrating workloads or building a modern architecture platform. Our offerings include **Innovation Pulse Checks** to assess your organization's current capabilities based on elements of Amazon's innovation methodologies; **Innovation Strategy** to identify, align, and create actionable plans for broad, multi-workstream innovation initiatives; and our core AWS offerings, supported by **MAP, EAP, and other programs**.

3. **Organizational transformation.** We offer a series of executive briefing sessions that focus more deeply on the culture, HR, and organizational structure of innovation. The Innovation Programs team can facilitate a **Learning from Amazon** session on **People: The Human Side of Innovation**, outlining Amazon's approach to HR analytics, talent acquisition, retention, and performance management. We can offer an initial **Learning Needs Analysis** and develop a fundamental cloud skills training plan, along with a People & Change engagement to assist with supporting an organization's change management strategy. AWS also has a full **Training and Certification** portfolio to support organizational-level upskilling. The **Enterprise Strategy** team may also be a great fit for full-scale transformation programs and additional offerings.

Additional Resources

AWS Innovation website – An overview of other ways to engage on Innovation topic with AWS.

Amazon's Culture of Innovation – A 25 minute, publicly available presentation by Stephen Brozovich, Principal HR Evangelist.

AWS Executive Insight blog – Collection of articles and videos offering perspectives from Amazonian thought leaders and customers on enabling cloud innovation and transformation through culture, talent, and leadership.

Sustaining a Day One culture – Video and article featuring AWS Executive Insights Beth Galetti (AWS Senior VP of HR) and Stephen Brozovich (AWS Principal Evangelist HR) sharing their view of what it means to be a Day 1 organization.

Leading and Innovating with Leadership Principles – AWS Executive Insights article on Amazon's culture and leadership principals.

Innovation Through Disruption – AWS Executive Insights article exploring ways to innovate at speed through today's challenging environment.

Powering Innovation and Speed with Amazon's Two-pizza Teams – AWS Executive Insights article providing detail on one of the essential methods Amazon employs to experiment and innovate for our customers at scale – our two-pizza team structure.

To discuss next steps or for any questions about Amazon's Culture of Innovation, please follow up with your Account Manager