Living in Seattle





Ever since the Denny party arrived at a waterlogged cabin with no roof on Alki beach in 1851 and decided it was the perfect place to start a town, Seattle has been a haven for pioneers.

We're a city of visionaries and makers, trendsetters and gogetters. We attract people inclined to throw themselves enthusiastically into the unknown to pursue ideas that others say are improbable at best; whether it's building an iconic, futuristic tower based on a sketch someone drew on a coffee shop napkin or modernizing the way the entire planet shops.

We're known for having world-class film festivals and art museums, champion professional sports teams, and some of the best musicians and chefs in the country.

But we're equally proud of our fleet of food trucks, our roller derby and bike polo teams, and our bi-annual indie craft fair for all things handmade.

Whatever you're into, Seattle has something for you. From awe-inspiring hikes, walks, bike trails, and vistas to innovative architecture, cutting-edge art and technology scenes, killer live music, and—of course—a coffee shop around every corner. Simply put, Seattle is a great place to live. We're a well-rounded bunch, and we never let something as trivial as a little rain stop us from doing what we're determined to do.

"We have an urban campus. It's way more expensive. We could save a lot of money by moving to the suburbs of Seattle. And we have chosen instead to build an urban campus. I think it's a spectacular benefit for our employees that they appreciate much more than free massages." - Jeff Bezos



Innovation at Amazon

Be intrepid. We dare you.

"This is the kind of place where you can come up with an idea and millions of people see it."

At Amazon, you're unlikely to be told that your "big idea" is unrealistic or impossible. We believe that many great ideas—truly life-changing ones—appear complicated or impractical on first review. But we aren't afraid to take on big challenges when the result is delighting customers. We ask crazy questions, take bold chances, and we dream big. What if we could deliver products in under an hour? What if shoppers could order laundry detergent with the push of a button? What if we permanently altered the retail landscape?

Since getting our start in Jeff Bezos's garage, back when the internet felt brand new, audacious innovation has been at the core of what we do. Jeff realized there was an opportunity to change how the world buys books online. In the decades since, and now with a focus on selling just about anything a customer could want, Amazon has revolutionized the retail industry. From Kindle to Echo, Prime Now to Dash, the advances, inventions, and transformations keep on coming.

We're not only innovating in ways that are visible to customers, but also in how we approach our work. We leverage machine learning to innovate at unprecendented scale. We develop new methods of using massive volumes of information to deliver better experiences to shoppers. At the end of the day, our focus on innovation is all about creating a unique, and very Amazonian experience for customers. They inspire us every day to innovate on their behalf.







Amazon's Leadership Principles

"The leadership principles are the filter by which we do everything. It's how we evaluate candidates, it's how our performance is evaluated, it's how we talk in meetings and in the hall about the decisions that we make. Everybody is on the same page."



If you were to eavesdrop on a conversation between employees working at Amazon, you'd hear phrases like **Bias for Action** or **Dive Deep**. These expressions operate as shorthand for the concepts embedded in our Leadership Principles, the set of values at the core of who we are and how we operate. We are known for our **Customer Obsession**. We're determined to exceed shopper expectations, and the Leadership Principles (or LPs as they are fondly known around here), are the roadmap we use to get there.

The LPs provide scaffolding for every decision we make at Amazon. They are tools we use every day to provide clarity to what we do and why we do it—from guiding us in prioritizing work and building skills to making all manner of business and technology choices. You might hear someone explaining that the goal of an initiative is to **Invent and Simplify**, or **Deliver Results** related to a program goal. The LPs are woven directly into our DNA and are part of what make us uniquely Amazonian.

Customer Obsession

Ownership

Invent and Simplify

Are Right, a Lot

Hire and Develop the Best

Insist on the Highest Standards

Think Bia

Bias for Action

Frugality

Learn and Be Curious

Earn Trust

Dive Deep

Have Backbone; Disagree and Commit

Deliver Results



Working at Amazon

"Amazon is all about taking smart people and throwing them at a problem no one has solved before."





You may have heard that working at Amazon isn't easy—and it's true. Changing how people around the world shop while maintaining a dynamic, entrepreneurial environment requires hard work, which also happens to be incredibly fun. Fortunately, we're a company made up of people who are inspired by the opportunity to solve complex problems and who don't shy away from ownership. We're obsessed with customers and boldly take on the opportunity to produce innovations that few would even aspire to.

Teams across the company are aligned by a common focus on doing what's best for customers. We believe that concentrating a diverse group of professionals from a wide range of backgrounds around this central principle produces amazing results. We encourage collaboration and idea-sharing

between organizations and give employees the freedom to try new things, even if that work isn't part of their current responsibilities. We make it easy to move around within the company too, so that our people can explore different roles, markets, and customer segments as well as develop new skills. We are committed to taking risks and acting quickly, and we work to remove the kinds of roadblocks that can keep great ideas from becoming realities. Because of this, employees see the impact they have on shoppers. Customers might use a new feature an employee built within a week of its conception. A new process model that a team member proposed might be implemented within a month.

At Amazon, employees are empowered to make big things happen.

