

**ONLINE CAMPUS**

**ULTIMATE AMAZON 14  
LEADERSHIP PRINCIPLES  
MASTERCLASS**

Introduction



Welcome to :  
Ultimate Amazon 14 Leadership  
Principles Masterclass



**Ultimate Amazon 14**  
**Leadership Principles**  
**Masterclass**

## **Introduction:**

Welcome to **Ultimate Amazon 14 Leadership Principles Masterclass**

In this Masterclass you will learn :

1. Amazon 14 Leadership principles
2. The STAR Method format
3. Examples of Top 4 Amazon 14 Leadership principles Interview questions and answers
4. Examples of Top 9 Bonus questions on Amazon 14 Leadership principles Interview
5. Top tips in conclusion about Amazon 14 Leadership principles

## **Benefits of this course :**

This Masterclass will help you :

- Have preparation materials to pass Amazon Leadership principles Interview
- Learn 14 Leadership principles that, you can apply in your daily life
- Have tools and knowledge to succeed in any leadership positions.

Welcome again to this course on :

Ultimate Amazon 14 Leadership Principles Masterclass.

Please Take a seat, relax and enjoy this amazing Masterclass.

Thanks for watching, and see you in the next section.

# **1. Amazon 14 leadership principles**

Amazon Leadership Principles are the KEY factor that makes Amazon so successful as a company.

Amazon use 14 Leadership Principles every day, to discuss ideas or to decide on best approaches of solving problems.

This is one of the great things that make Amazon one the best company in world.

- **(1) Customer Obsession:** Leaders are focus on the customer. And work to earn and keep customer trust. Leaders pay little attention to competitors, and obsess over customers.
- **(2) Ownership:** Leaders take ownership. And don't sacrifice long-term value for short-term results. Leaders never say "that's not my job."
- **(3) Invent and Simplify :** Leaders use innovation and invention to find ways to simplify. And accept that they may be misunderstood for long periods of time.
- **(4) Are Right, A Lot :** Leaders are right a lot. And have strong judgment and good instincts.
- **(5) Learn and Be Curious :** Leaders are always learning and seek to improve themselves.
- **(6) Hire and Develop the Best :** Leaders develop leaders. And raise the performance bar with every hire and promotion.

- **(7) Insist on the Highest Standards:** Leaders have high standards. And are continually raising the bar to deliver high quality products, services, and processes.
- **(8) Think Big :** Leaders create and communicate a bold direction that inspires results.
- **(9) Bias for Action :** Speed matters in business. Many decisions and actions do not need extensive study.
- **(10) Frugality:** Accomplish more with less.
- **(11) Earn Trust :** Leaders listen attentively, speak candidly, and treat others respectfully.
- **(12) Dive Deep :** Leaders operate at all levels. No task is beneath them.
- **(13) Have Backbone; Disagree and Commit :** Leaders can respectfully challenge decisions when they disagree. And once a decision is determined, they commit wholly.
- **(14) Deliver Results :** Leaders focus on delivering results with the right quality and in a timely fashion.

Check out here for more informations :

<https://www.amazon.jobs/en/principles>

## **2. STAR Method**

The STAR method is a structured manner of responding to a behavioral-based interview question by discussing the specific situation, task, action, and result of what you're describing.

Here's what it looks like:

- **SITUATION :**

Describe the situation that you were in, or the task that you needed to accomplish. Give enough detail for the interviewer to understand the complexities of the situation. This example can be from a previous job, school project, volunteer activity, or any relevant event.

- **TASK**

What goal were you working toward?

- **ACTION**

Describe the actions you took to address the situation with an appropriate amount of detail, and keep the focus on you. What specific steps did you take? What was your particular contribution? Be careful that you don't describe what the team or group did when talking about a project. Let us know what you actually did. Use the word "I," not "we," when describing actions.

- **RESULT**

Describe the outcome of your actions and don't be shy about taking credit for your behavior. What happened? How did the event end? What did you accomplish? What did you learn? Provide examples using metrics or data if applicable.

Consider your own successes and failures in relation to the Leadership Principles. Have specific examples that showcase your expertise, and demonstrate how you've taken risks, succeeded, failed and grown in the process. Keep in mind, some of Amazon's most successful programs have risen from the ashes of failed projects. Failure is a necessary part of innovation. It's not optional. We understand that and believe in failing early and iterating until we get it right.

For more informations, check out :

[https://www.amazon.jobs/en/landing\\_pages/in-person-interview](https://www.amazon.jobs/en/landing_pages/in-person-interview)

- **Behavioral-based questions :**

Amazon Leadership job interviews are rooted in behavioral-based questions which ask about past situations or challenges you've faced and how you handled them, using Leadership Principles to guide the discussion.

Here are some examples of behavioral-based questions:

- Tell me about a time when you were faced with a problem that had a number of possible solutions. What was the problem and how did you determine the course of action? What was the outcome of that choice?
- When did you take a risk, make a mistake, or fail? How did you respond, and how did you grow from that experience?
- Describe a time you took the lead on a project ?
- What did you do when you needed to motivate a group of individuals or promote collaboration on a particular project?
- How have you leveraged data to develop a strategy?

Keep in mind, Amazon is a data-driven company. When you answer questions, your focus should be on the question asked, ensure your answer is well-structured and provide examples using metrics or data if applicable. Reference recent situations whenever possible.

### **3.4 Examples of Amazon Leadership Principles Interview Questions & Answers**

#### **1) Question 1.**

**Tell me about a time when you found a simple solution to a complex problem?**

#### **Sample Answer:**

I was in a meeting in my previous job where the company's sales data were being discussed by my managers.

Although the sales numbers were healthy, there was some concern amongst the team, that, the profitability was not as good as it should be.

At the end of the meeting, I decided to try and find a solution to this problem. I met up with the marketing team, and they explained to me the marketing spending on Social media and others.

After doing some research, it became clear to me that, the team were not using tracking data system to measure the performance of the advertising. I quickly informed them of what I had found.

And moving forward, the team was able to measure accurately the return on investment.

And this allowed us to increased profitability and sales by 10%, in the next month.

## 2) Question 2 :

**Tell me about a time when you went above and beyond for a customer?**

**Sample Answer:**

I can remember a situation in my previous job as a rideshare driver. I pick up a customer at the hospital and drove her home.

My goal was to make sure to provide a good customer experience and complete a safe ride as always.

So I help the customer to get in the car, and then help adjust the oxygen bottle. And also took care of all her personal items and put them safely in the car.

And when we arrive at the drop off location. The customer needed extra help to get in the house. So I helped the customer, and I waited until a caregiver showed up to take care of her. And I also turned off my rideshare app.

After 30mns+ of waiting, the caregiver finally arrived. And the customer thanks me, and gave me excellent reviews. And the customer asked me to help her sign up for a monthly plan with our rideshare company.

**3) Question 3 :**

**Give me an example of a time when you asked for customer feedback.** How did you use that feedback to drive innovation or improvement ? How did the customer respond ?

**Sample Answer :**

I can remember in my previous job, working as a data entry clerk for Data collection company. And I sent my report to a customer who asked me to do a study for him. And after sending the document, I asked the customer for feedback on my report.

My goal was to make sure, to use the customer feedback, and drive improvement of my reports for future projects.

So, the customer sent me a list of suggestions to improve the document. We did some back and forth and I took some days to complete the report. I also added

more sections, graphics and details in the new report.  
And then sent the final version to the customer.

In the end, the customer was satisfied with the results.  
And gave his approval of the updated version of the  
report. And 3 months later, the same customer reach  
out to me, and asked me to do another report for him.  
And he remains a loyal customer for the company since.

#### 4) Question 4 :

**Tell me about a time when you had to communicate a change in direction that you anticipated people would have concerns with.** What did you do to understand the concerns and mitigate them? Were there any changes you made along the way after hearing these concerns? How did you handle questions and/or resistance? Were you able to get people comfortable with the change?

#### **Sample Answer :**

I can remember a time when working as a testing assistant manager for a construction company, at a previous job.

It was very hard to find samples within the lab, which results in missing/ loss of some samples. And a lot of delays in delivering testing results to the customer. I communicate changes in direction in the lab, to improve the way samples are received and organized.

And my goal was to implement a new system/process and make it easier to find samples, so the testing results can be sent out on time to the customer.

After communicating the new change in direction, other team members had some concerns about the new system. So, I listen very carefully to their concerns, and incorporate some of their ideas to improve the system. And together we came up with a much better system/process where all technicians felt comfortable with.

And After 4 weeks of training on the new system. We started getting good results. And everyone was able to find a sample very quickly. And then perform the test, and send the results to the customer on time. And in the same day of receiving a new sample.

And the new system helped improve the daily productivity of the testing lab by 20%. And customers keep coming back, and gave great reviews of satisfaction to the company.

In conclusion, keep in mind to :

- Always tell your story using the STAR Method : situation, task, action and Result.
- Use your own examples, based on your own life experience and expertise;
- Be ready for follow up questions, so you can give more specifics and more details for each question
- Have at least 2 examples of stories for each Amazon 14 Leadership principles.
- And Practice and train yourself with friends and colleagues, before your interview.

#### 4. 9 Bonus Questions :

Here are 9 examples of Amazon Leadership Principles interview questions to keep in mind:

- 1. Describe a difficult interaction you had with a customer.** How did you deal with it ? What was the outcome ? How would you handle it differently ?
- 2. Give me an example of when you were able to anticipate a customer need with a solution / product they didn't know they needed/wanted yet.** How did you know they needed this ? How did they respond ?
- 3. Tell me about a time when you evaluated the customer experience of your product or service.** What did you do ? What was the result?
- 4. Tell me about a time when a customer came to you for something that wouldn't actually address their need.** How did you approach the situation? What was the result?
- 5. Give an example of a tough or critical piece of feedback you received from a customer.** What was it and what did you do about it ?
- 6. Describe a time when you needed to influence a peer who had a different opinion about a shared goal.** What did you do? What was the outcome?
- 7. Give me an example of a time when you were not able to meet a commitment.** What was the

commitment and what were the obstacles that prevented success? What was the impact to your customers/peers and what did you learn from it ?

**8. Tell me about a time when your team's goal were out of alignment with another team you relied on in order to meet your goal.** How did you work with the other team ? Where you able to achieve your goals ?

**9. Tell me about a time when you uncovered a significant problem in your team.** What was it and how did you communicate it to your manager and other stakeholders? What did you do to address the problem? How did you manage the impact of this problem for the rest of your team?

In conclusion, when answering Leadership questions, keep in mind to :

- Always use the STAR Method: situation, task, action and Result.
- Have as many examples as possible for each Amazon 14 Leadership principles.
- And Practice before your interview.

## 5. Top Tips on Amazon 14 Leadership Principles

In conclusion for this course, here are our Top Tips to master this Amazon 14 Leadership principles course :

➤ **Tip 1 : Learn all Amazon 14 Leadership Principles**

➤ **Tip 2 : Use the STAR method format, to tell your story.** And have as many examples as possible, of your own life experience and expertise.

➤ **Tip 3 : Take some time to learn [about Amazon](https://www.amazon.jobs/en/landing_pages/about-amazon)**

Check out here for more information:

[https://www.amazon.jobs/en/landing\\_pages/about-amazon](https://www.amazon.jobs/en/landing_pages/about-amazon)

➤ **Tip 4 : Technical interviews**

Interview preparation for tech roles (e.g. software development, machine learning) can be found [here](https://www.amazon.jobs/en/landing_pages/in-software-development-topics) :

[https://www.amazon.jobs/en/landing\\_pages/in-software-development-topics](https://www.amazon.jobs/en/landing_pages/in-software-development-topics)

➤ **Tip 5 : Learn and EXPLORE more**

about [INTERVIEWING AT AMAZON](https://www.amazon.jobs/en/landing_pages/interviewing-at-amazon) :

[https://www.amazon.jobs/en/landing\\_pages/interviewing-at-amazon](https://www.amazon.jobs/en/landing_pages/interviewing-at-amazon)

## **6. Disclaimer**

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