

**a** DEFINITION  
HOW TO DESCRIBE  
AMAZON AS A COMPANY

Is Amazon a retailer  
or a tech company?

A marketplace or  
a logistics company?

YES :)\_

A publishing  
platform or a  
movie studio?

# Culture of Innovation

*Enabling Innovation for  
Everyone*

Le X. Nguyen

Head of Sales, Vietnam  
Amazon Web Services

amazon

# OUR MISSION

we want to be earth's most  
customer centric company

# AMAZON'S INNOVATION EQUATION

(mechanisms \* culture)

$$f(\text{innovation}) = (\text{org} * \text{arch})$$

# How do we organize for innovation?



## » Mechanisms

Working Backwards Process

Andon Cord

Correction of Error (COE)

## » Architecture

Micro-services Architectures

Loosely Coupled Applications

Self Service Platforms – No Gatekeepers

## » Culture

Our People: we hire builders, innovators, entrepreneurs

Our Beliefs: Amazon Leadership Principles

## » Organization

Experimentation

Two Pizza Teams

# Two Pizza Teams

- Decompose to Primitive Problems
- Single-threaded focus
- Small “Two Pizza Teams”
- Enables self-directed teams
- Fosters ownership & autonomy





We had three big ideas at Amazon that we have stuck with for 20+ years, and they are the reason we are successful: **put the customer first, invent and be patient.**

Jeffrey P. Bezos  
Founder and Chief Executive Officer  
Amazon.com, Inc.