

# Believe in the Future by Creating it First

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**Innovation  
is the art of  
seeing what is  
invisible to  
others**

- Jonathan Swift



## From Rigid Structures to Service Business

### THEN

Known  
Owned  
Methodical Planning  
Slow  
Millions  
“Built to Last”

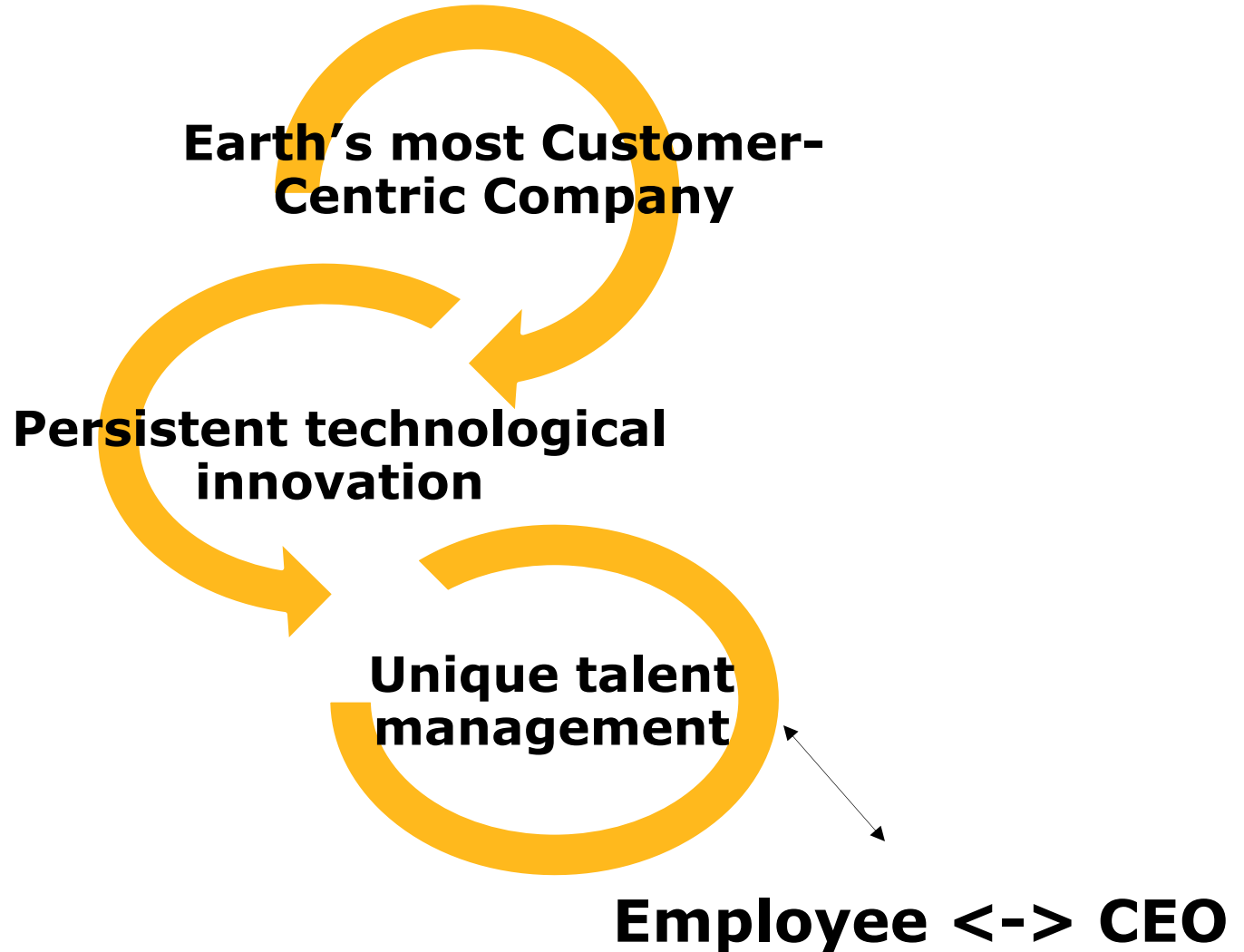
**Competition**  
**Assets**  
**Innovation**  
**App Deployment**  
**Customers**  
**Organization**

### NOW

Unpredictable  
Shared  
Rapid Iteration  
Instant  
Billions  
“Built to Change”



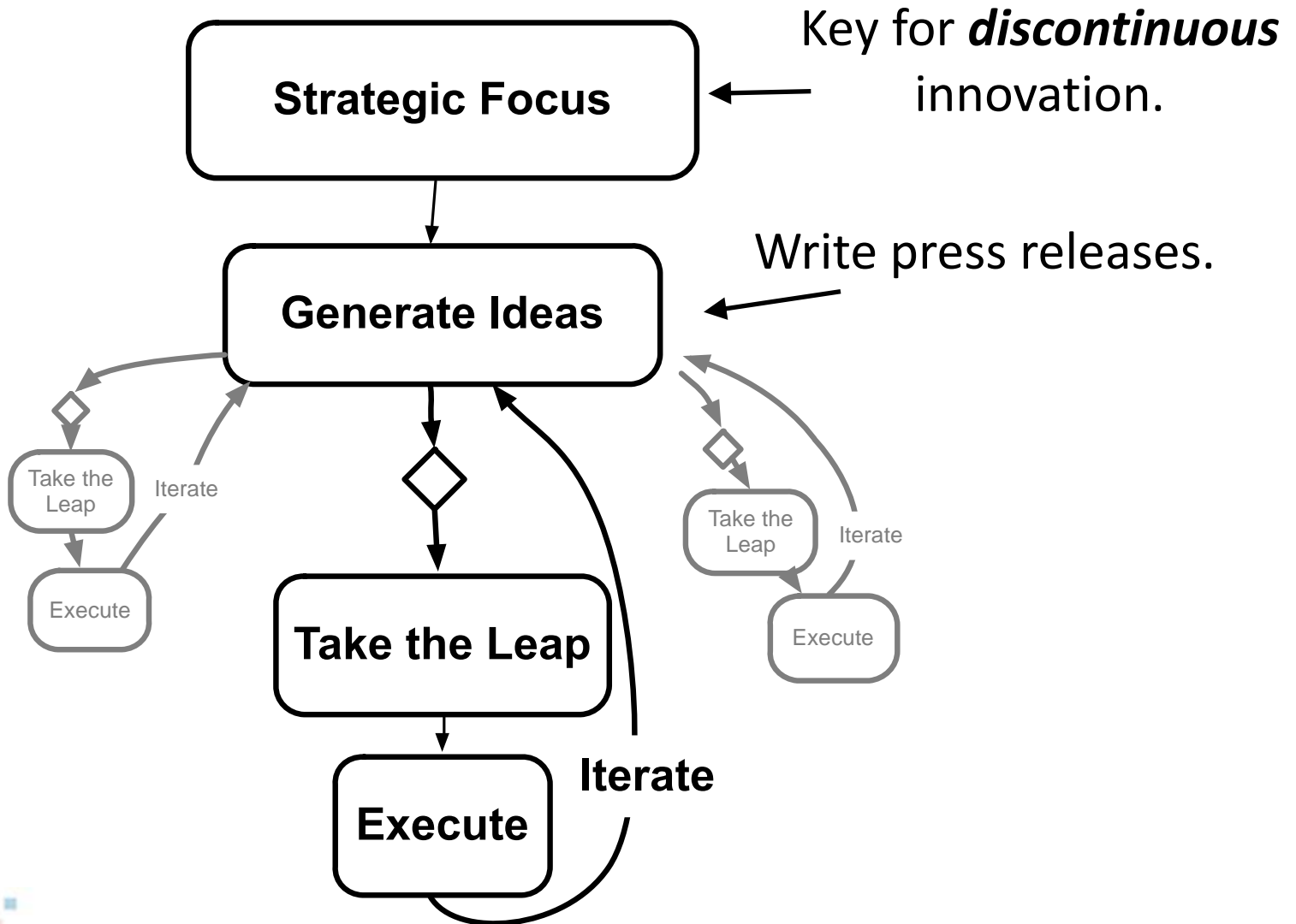
# Amazon Model



# Always Day One



# Innovation



# Day One



This will be our roadmap to understand the Leadership Principles.. You are at Day One

Customer Obsession

Ownership

Bias for Action

Invent and Simply

Think big

Frugality

Earn Trust for Others

Learn and Be Curious

Dive Deep

Have Backbone; Disagree and Commit

Are Right, A Lot

Hire and Develop The Best

Insist on the Highest Standards



## Deliver Results

**Work hard. Have fun. Make history.**

