

Quality info

Volume 21, Issue 23

Fortnightly, Free soft copy

1st March 2020

Fourteen Leadership Principles That Drive Amazon to Be Customer-centric

During the last five years, a small number of organizations have been featured multiple times in our writings. In the vast majority of cases, we have used these businesses as a way of bringing to life global best practices in the field of customer experience management.

It is inspiring to be able to share insight and ideas from those who have been able to take the principles of customer experience and firmly embed them into the very fabric of the way their companies work. Recently, we wrote about Jeff Bezos and why we believe he is a, if not *the* role model for customer-centric leaders.

We are always overjoyed when others read our ramblings, adding their thoughts, perspectives, opinions, and insight to the topics we feature. A good friend of ours read the Bezos article and contacted us shortly afterward.

“Did you know that Amazon has actually embedded 14 leadership principles into the way they work?” was the question posed to us. We did not. As we say on a daily basis: One of the wonderful things about specializing in a subject is that we never stop learning more about it.

For reasons unknown to us, the fact that Amazon has 14 leadership principles had completely passed us by.

What our friend brought to our attention is fascinating—and goes a long way to explaining why and how Bezos has been able to create such a strong customer-centric culture in his business.

If you have never heard about or seen these principles before, we are sure you will find them fascinating and inspiring as well. Here they are...

14 principles to be a customer-centric business.

Customer obsession

Leaders start with the customer and work backward. They work vigorously to earn and keep customer trust. Although leaders pay attention to competitors, they obsess over customers.

Ownership

Leaders are owners. They think long term and don't sacrifice long-term value for short-term results. They act on behalf of the entire company, beyond just their own team. They never say, "That's not my job."

Invent and simplify

Leaders expect and require innovation and invention from their teams and always find ways to simplify. They are externally aware, look for new ideas from everywhere, and are not limited by "not invented here." Because we do new things, we accept that we may be misunderstood for long periods of time.

Are right, a lot

Leaders are right a lot. They have strong judgment and good instincts. They seek diverse perspectives.

Learn and be curious

Leaders are never done learning and seek to improve themselves. They are curious about new possibilities and act to explore them.

Hire and develop the best

Leaders recognize people with exceptional talent and willingly move them throughout the organization. Leaders develop leaders and are serious about their

role in coaching others. They work on behalf of their people to invent mechanisms for development.

Insist on the highest standards

Leaders have relentlessly high standards—many people may think these standards are unreasonably high. Leaders are continually raising the bar and driving their teams to deliver high-quality products, services, and processes. Leaders ensure that defects do not get sent down the line, and that problems are fixed so they stay fixed.

Think big

Thinking small is a self-fulfilling prophecy. Leaders create and communicate a bold direction that inspires results. They think differently and look around corners for ways to serve customers.

Bias for action

Speed matters in business. They value calculated risk-taking.

Frugality

Accomplish more with less. Constraints breed resourcefulness, self-sufficiency, and invention.

Earn trust

Leaders listen attentively, speak candidly, and treat others respectfully.

Dive deep

Leaders operate at all levels, stay connected to the details, audit frequently, and are skeptical when metrics and anecdote differ. No task is beneath them.

Have backbone; disagree and commit

Leaders are obligated to respectfully challenge decisions when they disagree, even when doing so is uncomfortable or exhausting. Leaders have conviction and are tenacious. They do not compromise for the sake of social cohesion. Once a decision is determined, they commit wholly.

Deliver results

Leaders focus on the key inputs for their business and deliver them with the right quality and in a timely fashion. Despite setbacks, they rise to the occasion and never compromise.

What's not to like about that list?

Fourteen leadership principles seem like a lot. However, we think it is extremely difficult to read them and disagree. How many leaders are actually demonstrating all 14 of these? Not enough, in our opinion.

Bezos is *the* role model, customer-centric leader and is instilling global best practices that lead into the way his organization works.

Readers may please note that D. L. Shah Trust brings out two e-journals on a fortnightly basis. These are mailed to those persons or institutions who are desirous of receiving them: These two e-journals are:

1. Safety Info 2. Quality Info

If you or your friends or colleagues wish to receive these journals, you may send us an e-mail requesting for the same. There is no charge for these journals. Our e-mail address is:

dlshahtrust@yahoo.co.in haritaneja@hotmail.com dlshahtrust@gmail.com

You can also access these journals on our website: www.dlshahtrust.org

<p>Sponsored by: D. L. Shah Trust For Applied Science, Technology, Arts & Philosophy Mumbai. email: dlshahtrust@yahoo.co.in Ph: 022 2267 2041</p>	<p>Edited by Hari Taneja, Mumbai email: dlshahtrust@yahoo.co.in</p>
---	--