

It's still 'Day One'

Ben Farmer

UK HR Leader, Amazon



Four guiding principles

1. **Customer obsession** rather than competitor focus

2. Passion for **invention**

3. Commitment to **operational excellence**

4. **Long-term** thinking



Our 14 Leadership Principles



Amazon / WISE Women in Innovation Research 2019

Almost **two-in-three** women working in innovation-focused roles have had to **overcome challenges on their own** to succeed in their careers

Six-in-ten women working in innovation admit to having to **overcome challenges** on their own to remain successful in their careers

just a **10 per cent increase** in female representation would generate **£3bn for UK** businesses



Diversity @ Amazon



Amazon Bursary



Amazon Amplify



LGBT+ Reading Roadshow



Amazon Apprentices

