# It's still 'Day One'

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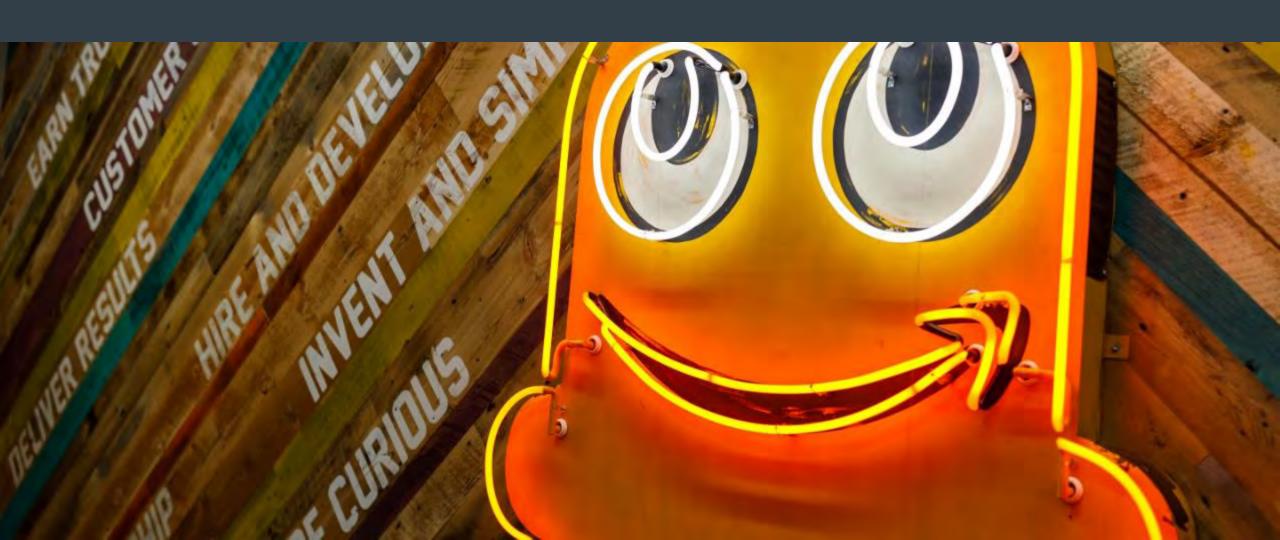
## Four guiding principles

- 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** 

