

amazon 16 Leadership Principles

1. Customer obsession

2. Ownership

3. Bias for action

4. Have backbone; disagree and commit

5. Invent and simplify

6. Dive deep

7. Are right, a lot

8. Deliver results

9. Think big

10. Hire and develop the best

11. Frugality

12. Learn and be curious

13. Insist on the highest standards

14. Earn trust

15. Strive to be Earth's best employer

16. Success and scale bring broad responsibility

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Customer Obsession

- Tell me about a time you had to deal with a difficult customer.
- Which company has the best customer service and why?
- Describe a time when a customer asked you for one thing, but you knew that they needed something else.
- Tell me about one of your projects where you put the customer first.
- Tell me about a time you went above and beyond for a customer
- What is the most difficult customer situation you've had, and how did you handle it?
- Tell me about a time when you couldn't meet a customer demand.

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Ownership

- Tell me about a time you did something at work that wasn't your responsibility / in your job description.
- Tell me about a time when you had to make an important decision without approval from your boss.
- How would you make Amazon.com better?
- Tell me about a time when you went above and beyond your job responsibility in order to help the company.
- Tell me about a situation where you took ownership of a critical issue.
- How do you handle difficult situations?
- Tell me about a time when you took complete ownership of a project and drove it to completion despite obstacles.

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Bias for Action

- Tell me about a time you had to make an urgent decision without data.
- Tell me about a time when you launched a feature with known risks.
- Tell me about a time when you found an opportunity that no one else saw
- Can you describe a time that you had to pivot?
- Tell me about a time you made a hard decision.
- Tell me about a time you had to work with incomplete data or incomplete information.
- Tell me about a time you had to change your approach to avoid missing a deadline.
- Tell me about a time you saw an issue that your team could face and proactively took action to mitigate it.

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Have Backbone; Disagree and Commit

- Tell me about a time you had a conflict with a coworker or manager and how you approached it.
- Tell me about a time when your work was criticized.
- Tell me about a time when people in your team didn't agree with you.
- Tell me about a time when your manager challenged you to think differently.
- Have you ever stood against your boss to address a customer situation? Why and how?
- Tell me about a time you had to persuade a stakeholder to take a different approach.
- Tell me about a time when you had to stand up to your manager.

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Invent and Simplify

- Tell me about a time you re-designed/improved a process and why
- Tell me about a time you solved a big problem in your company.
- Tell me about a time when you had a plan but ran into some obstacles. What did you do about it?
- Tell us about a time when you solved a really complex problem with a simple solution.
- Can you describe your experience in managing large-scale, complex programs?
- Describe a time you solved a complex problem, and you were the main problem solver.
- Tell me about a time when you were faced with a problem that had a number of possible solutions.

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Dive Deep

- Tell me about a project in which you had to deep dive into analysis.
- Tell me about the most complex problem you have worked on.
- Tell me about a time when you used a lot of data in a short period of time.
- How do you ramp up to learn a new space/area in a project.
- Tell us about a goal that took a long time to complete.
- Tell me about a time you managed a complex project well.

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Are Right, A Lot

- Tell me about how you deal with ambiguity.
- Tell me about a time when you were faced with a problem that had a number of possible solutions.
- Tell me about a time you applied judgment to a decision when data was not available.
- Tell me of a recent event where you did something going against the natural flow or group conviction. How did it pan out?
- Describe a time when you had to make a decision against the suggestion of your larger team.

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Deliver Results

- Tell me about a time when the deadline given to you for a project was earlier than expected.
- Tell me about the most challenging project you've ever worked on.
- Tell me about a time when you had to handle pressure.
- Tell me about a project where you had to oversee an implementation from design to delivery.
- Tell me a situation where you did not hit your goal. How did you manage that?
- Give me an example of a time when you not only exceeded a goal, but vastly surpassed it.
- Tell me about a time you faced a challenging problem, how you approached it, and what impact your solution had.

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Think Big

- Tell me about your most significant accomplishment. Why was it significant?
- Tell me about a time you proposed a non-intuitive solution to a problem and how you identified that it required a different way of thinking.
- What was the largest project you've executed?
- Tell me about a time when you challenged the status quo.
- Give me an example of how you innovated in your area.

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Hire and Develop the Best

- Tell me about a time you provided feedback that was helpful to a peer.
- Tell me about a time you hired or worked with people smarter than you are.
- Tell me about a time you stepped in to help a struggling teammate.
- Tell me about a time when you had to coach a member of your team.
- Talk about a time when you fired someone.

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Frugality

- Tell me about a time you successfully delivered a project with a limited budget or resources.
- Tell me about the last time you figured out a way to keep an approach simple or to save on expenses.
- When managing a budget, what are some ways you get more out of less?
- When managing projects, what is your process for managing resources?

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Learn and Be Curious

- Tell me about a time you had to learn something quickly
- Tell me about your biggest career failure and what you learned from it.
- Tell me about a time you taught yourself a skill.
- What did you learn recently?
- How do you ramp up to learn a new space/area in a project?
- Tell me about a time you realized you did not have the skills needed to do the job.
- Tell me about something you learned that made you better at your job.

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Insist on the Highest Standards

- Tell me about the most successful project you've done.
- Tell me about a project that you wish you had done better and how you would do it differently today.
- Tell me about a time when you had a goal that was hard to achieve. What did you learn from that experience?
- How would you improve this [project on your resume] if you had more time?
- If you could improve a process further right now, what would you do?
- Tell about a time you had to make a trade-off between sacrificing quality and delivering on time.

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Earn Trust

- How do you earn trust within a team?
- Tell me a piece of difficult feedback you received and how you handled it.
- A co-worker constantly arrives late to a recurring meeting. What would you do?
- Tell me about a time you managed cross-functional stakeholders.
- Tell me about a time that the team's trust was damaged by someone or you, and how you fixed it. How was the result?
- How do you deal with negative feedback?
- How do you communicate to stakeholders when there's a change in direction?

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Strive to be Earth's Best Employer

- How do you manage a low performer in the team?
- Tell me about a time when you went above and beyond for an employee.
- Tell me about a time you saw an issue that could negatively impact your team. How did you deal with it?
- How do you identify a good performer in the team and help in their career growth?
- Tell me about a time you fired someone.

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Success and Scale Bring Broad Responsibility

- Tell me about a time when you made a decision that impacted the team or the company.
- Tell me about a decision you made about your work that you regret now.
- Tell me about a time when you failed to do the right thing.
- Talk about a time you were driving toward a goal and realized more than halfway in that it may not be the best goal.