

JEFF BEZOS LEADERSHIP

Assignment 2 – Group presentation

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Introduction

- Jeff Bezos is the founder and current CEO of Amazon .com (Gradinaru et al., 2020), .
- Bezos got his start in business by helping to found the startup company D.E. Shaw in the early 90's.
- The company faced many problems and was essentially bankrupt within a year of its founding.
- Bezos, who was not the original founder of the company came up with the idea to repackaging data and sell it over the internet,

Jeff Bezos Leadership Qualities

- Jeff Bezos is the founder of Amazon.com. A company that took the online sales industry by storm.
- It is now the number one online shopping website in the United States and a top 1000 website in the world.
- It is not only one of the top 100 most visited websites in the United States, it is the most visited e-commerce website in the world.
- It is no wonder that Bezos is considered to be one of the greatest entrepreneurs of his generation.

Jeff Bezos Leadership Qualities

- Bezos is famous for his long term and patient vision, which has made Amazon.com a giant success (Robinson, 2009). .
- Bezos also held the title of President, but now focuses his attention on the technical details of the company while delegating the administrative tasks to others.
- He is also a good example of someone who follows their passion and dreams.

Jeff Bezos Leadership Qualities

- Bezos is truly a visionary and an excellent leader.
- He has played a vital role in shaping the character of Amazon.
- Bezos is a brilliant thinker who is able to spell out a vision and make it a reality (Olson, & Simerson, 2015).
- In the book *The Everything Store: Jeff Bezos and the Age of Amazon*, author Brad Stone tells the story of how Bezos turned Amazon into a retail powerhouse.

Jeff Bezos Leadership Qualities

- The book opens with a description of how Bezos' plans for a giant,
- high-tech robot that would roam Amazon's aisles, scanning shelves to create a database of the millions of products on sale
- As a leader, Jeff Bezos has shown his leadership skills through his business approach and his personal life.

Jeff Bezos Leadership Qualities

- He enjoys taking risks and being creative; he is also very intelligent and humble.
- He shows his capacities to be a leader by considering his employees as his business partners.
- He motivates his workers by letting them participate in decision making processes and profits.

Jeff Bezos Leadership Contribution

- importance of a working environment that is based on innovation and creativity.
- culture of integrity and innovation
- environment for growth and learning
- democratic decision making process

Jeff Bezos Leadership Contribution

- Has been involved in many donation programs that prove his leadership skills:
- Amazon Smile program that donates 0.5% of every purchase to charities
- Blue Origin, a private aerospace manufacturer, and a non-profit group that gives high school graduates \$1 million to go to college.

Success Areas

- Jeff Bezos has a vision and that helps a lot to get success. Vision always helps in motivating.
- He fills persons with his own ideas. He sees future in business. He treats his employees well.
- He believes in customer satisfaction. He thinks future will be on internet so he is leading his company to the way of future.
- Jeff Bezos is the CEO of the Amazon.com, the world's largest online retailer.
- Since the company was founded in 1994, it has become an industry giant with a market value of \$77 billion, and has revolutionized the way in which both consumers and businesses purchase goods online.

Success Areas

- The success of the Amazon.com is one of the greatest business stories of the 20 th century, and is a case-study in the growth of Internet firms and on-line trading.
- Jeff Bezos is a highly successful entrepreneur whose innovations in web-based trading and systems have spawned the growth of the Internet and online retail.
- His management style and business models are unique and are often copied by other online retailers.

Conclusion

- Amazon is the world's biggest online retailer. Jeff Bezos is a great leader.
- One reason for this is that he is clear about his goals.
- He has a vision for how his organization can succeed and how he can get there.
- Amazon's success is due to the company's need for constant innovation and attention to customer needs.
- Jeff Bezos is constantly coming up with new ideas and ways of improving the service.
- In addition, he doesn't wait for his competitors to take the lead.
- He puts Amazon out in front and tries to stay ahead.

References

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