



RED CRITICAL
THINKING
MODEL

Developing Critical Thinking Model

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In the current workforce market, when joining an organisation or corporation, individuals with personal beliefs, are more concerned about the **image** and the **core values** that they might find at their future workplace. The final decision will be made only if the institutional values and personal values match. (Global Journal of Enterprise Information System, 2017, p.1)

One of the companies that strives to have a positive impact on employees, their customers and communities is Amazon.

According to mission-statement.com (2019), the **core values** of Amazon are:

- Customer Obsession;
- Ownership;
- Invent and Simplify;
- Are right, a lot;
- Hire and develop the best;
- Insist on the Highest Standards;
- Think Big;
- Bias for Action;
- Frugality;
- Vocally self-critical;
- Earn trust of others;
- Dive Deep;
- Have Backbone;
- Disagree and commit;
- Deliver results;

In order to evaluate the impact of the values inside Amazon, we will use the RED Critical Thinking Model.

First, we will **Recognize the assumptions**:

Have Backbone – this phrase represents an English idiom which translates into have strength, stand up for your idea, even though someone else might challenge you. (interviewgenie.com, 2019)

Safety First, Safety Always – it is the slogan written with big letters in any fulfilment Center operated by Amazon. According to their official website, the company is creating a culture of safety, meaning that the company listens to its employees as closely as it listens to its customers (aboutamazon.com, 2020)

We can **Evaluate the above Arguments** using the official and unofficial statistics. According to officials, Amazon has begun developing the Robotic Tech Vest, which allows robots inside every FC to detect associates, and update their travelling course, in order to reduce the risk of injuries.

On the other side, new statistics provided by GMB – under the Freedom of Information Act proved that over fifty Amazon establishments across UK have not improved their safety standards. In the contrary, local authorities have received an increased number of accidents that happened inside the Fulfilment Centers.

The Guardian.com, (2020) presented an investigation report that proved the presence of overfilled baskets, complaints from other employees, and also 77 incidents in one location alone.

Also, Jack Dromey, MP for Birmingham Erdington, said: “In my 30 years in the world of work I cannot remember any company clock up so many injuries to its workers.”

The Health and Safety Executive (HSE) offered even more details with workers that suffered fractures, head injuries and contusions because the lack of Health and Safety Standards.

Independent.co.uk (2019) interviewed a courier that confirmed the fact that Amazon is creating “an environment of fear to speak out.”

All of the above statements also contradict one of Amazon’s values: **Have Backbone**. Employees and in some cases managers, stand back when it comes to safety, in order to reach the targets demanded by the Executives.

Conclusion: Instead of putting accent on safety for their employees, Amazon is more interested in the profits and the company’s stock price. In order to increase the annual revenue, they ignore the values, principles, and even the lives of their employees.

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