

**Leadership
Qualities of Jeff
Bezos**

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History of Jeff Bezos

Who is Jeff Bezos?

Education background

His early career



As outlined in the article, Who is Jeff Bezos? everything you need to know, (2020), Jeff Bezos, son of Jacklyn and Theodore Jorgensen was born in Mexico in 1964. When Jeff was at the age of two his parents divorced and his mother married a Cuban, Miguel Mike Bezos who adopted young Jeff. His name was officially changed from Jorgensen to Bezos. Jeff graduated from Princeton University with a 4.2 GPA and a Bachelor of Science in Engineering, electrical engineering, and computer science. He was president Princeton chapter, of Students for the Exploration and Development of Space (SEDS). In his early career life, Jeff worked for Fitel, a fintech telecommunications company. He was tasked with building an international network for trade. He also worked for Bankers trust as a product manager.



Jeff Bezos founded Amazon in his garage in 1994. It has since undergone several transformations to become a multinational company over the years. Amazon's focus is on cloud computing, e-commerce, artificial intelligence, and digital streaming. The company began as a marketplace for books but has since expanded to include a multitude of products earning the title 'The Everything Store.' Jeff settled on the name Amazon because of its meaning, 'exotic and different.' He compared it to Amazon river, the biggest river in the world. Jeff also liked the name because it began with 'A' which means it would appear at the top of every list. Amazon is majorly an online business with customers all over the world (Kantor and Streitfeld, 2015).

Management and Leadership Style of Jeff Bezos

- What is leadership
- Is there good and bad leadership?
- The Impact of leadership to a business
- The meaning of leadership to a business



Leadership is taking the risk to challenge the status quo. Leadership is about pushing others to achieve better. Good leaders are passionate about their work, don't show a sense of entitlement, and inspire their teams to perform better. Bad leaders see only the daily objectives and lack a long-term vision, lack communication skills, and boast about their success creating a gap between them and their employees. leadership creates a sense of cooperation and coordination in the determination and formulation of equitable and justifiable behavioral norms in the organization. leaders assist their followers to complete tasks by gathering resources and offering the necessary support (Northouse, 2021).



Jeff Bezos' meticulous planning art is driven by a strong desire to create change that drives the organization. This includes the way decisions are made, how employees' tasks are completed and how the organization's assets are handled. To create a customer driven environment, Jeff split his employees into small groups who focus on different tasks (Editorial Board, 2022). This has created healthy competition among the employees motivating them to push beyond their perceived abilities. Jeff demonstrated his trust in his employees by allowing them space to complete their tasks without constant follow-up while empowering them to do so.

amazon

An Inside Look At Jeff Bezos' Billion-Dollar Leadership

The Visionary Innovator

Creativity	Transformation
• New techniques • Better experience	• New products • Customer satisfaction

Jeff Bezos has distinguished himself as a visionary innovator. He is always looking for creative ways to do things (Woods, 2018). Besides Amazon Jeff also owns The Washington Post, an American daily and Blue Origin, a company that produces rockets for corporate use. Through his creative ability he has managed to dominate the biggest sectors of business, that is, the aerospace, dailies and the retail sector. innovation gives rise to new techniques that lead to the production of new goods and services. This creates a whole new experience for the customers giving them greater satisfaction.

Jeff Bezos The Motivator



Creating fun

Drive employees to higher achievement

Increased employee loyalty

One of the major marks that shows Jeff's motivational ability is his work slogan, 'Work hard. Have fun. Make history.' He encourages his workers to have fun in every task that they are expected to complete rather than waiting to have fun after completing the task. Jeff creates internal competition by giving different tasks to different teams and rewarding those who meet targets before the stipulated time. His ability to keep employees motivated has earned his employees' loyalty. This has made it easy for him to grow his companies to unprecedented heights (Leadership & Organization Development Journal, 2020).

Jeff Bezos Never Stops Learning



Look

- Look for new sources of knowledge

Try

- Try unorthodox means

Patent

- Patent all new ideas

Jeff has made the idea of innovation never leave his mind. This idea is constantly fueled by wide exposure to information from different sources. He has managed to make the thirst for knowledge an eternal desire. New knowledge will always inspire innovations that will lead to new products and techniques. Jeff believes it is okay to try even unorthodox means to try out new ways of doing things. Once he comes up with his innovations, he always patents them to avoid piracy and duplication. Wide exposure to knowledge prevents overreliance on the same ideas all the time (Waldman and O'Reilly, 2019).

"I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying." - Jeff Bezos



Embracing Failure

FAILURE

EXPERIMENT

INVENTION

MORE VALUE

In one of his many interview sessions Jeff has quoted that there is plenty of space in the world to practice. He views failure and experiments as inseparable. In fact, he poses a question, 'If you know the outcome why experiment?' Jeff borrows his pride in failure from Nassim Taleb's saying, "Learn to fail with pride – and do so fast and cleanly. Maximize trial and error – by mastering the error apart" (Taleb, 2012). Jeff has mastered the art of making failure part of his organization's culture without putting everything at risk. Jeff employs the waterline principle to determine healthy failure. The waterline principle allows an individual to make punch a hole in a boat as long as the hole appears above the waterline to prevent sinking.

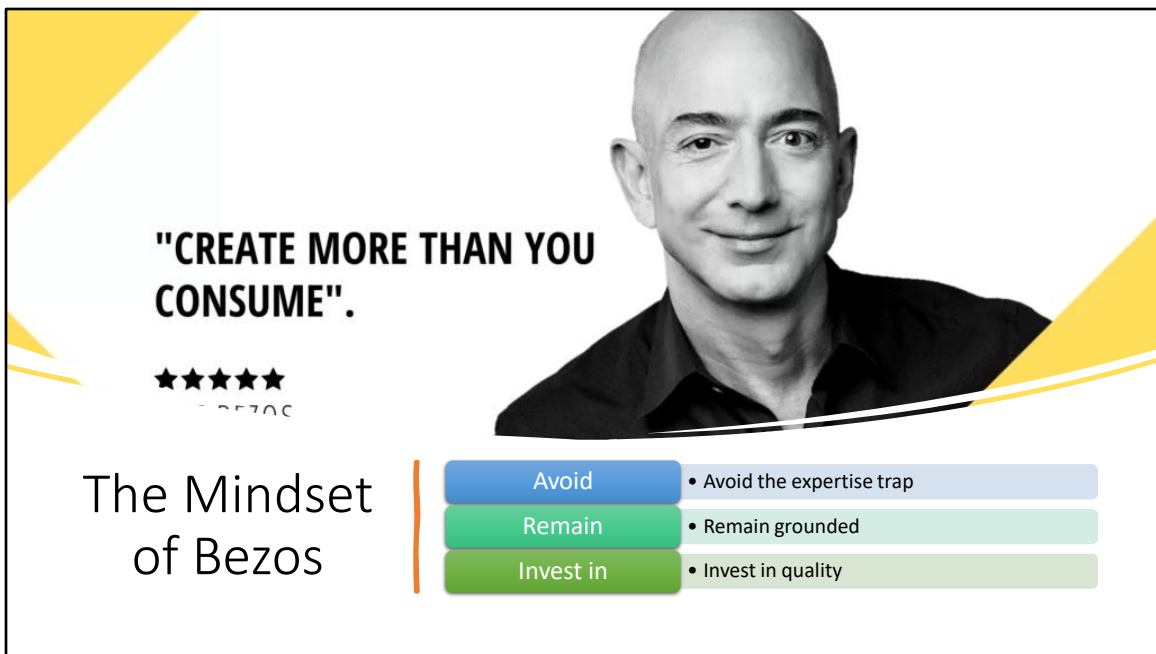
Age 55: net worth of \$113 billion
Age 49: buys Washington Post
Age 39: survives helicopter crash
Age 36: starts space company
Age 35: becomes billionaire
Age 33: becomes millionaire
Age 30: launches Amazon
Age 22: starts work on Wall St
Age 16: summer job at McDonalds



Demand for high standards

- Setting high goals
- Big thinker
- Long-term planner
- Involved in execution

Jeff is known for always pushing himself and his employees to achieve higher results (Kantor and Streitfeld 2015). Jeff is always asking for more from his employees than initially thought they can deliver. This is driven by the big dreams he always has for his organization and the long-term vision that he bears in his thoughts. This in turn, motivates the employees to strive to reach the high standards set for them. plans to achieve the long-term vision are constantly changed and the employees are required to keep pace. Jeff is a present leader who is involved in the work assigned to the employees his leadership is one in which he leads closely and by example.



"CREATE MORE THAN YOU CONSUME".

★★★★★

The Mindset of Bezos

Avoid	• Avoid the expertise trap
Remain	• Remain grounded
Invest in	• Invest in quality

Achieving success is a wonderful feeling. However, Jeff understands that to keep moving on the trajectory of growth he must consciously refuse to be trapped in his success. Jeff is already the richest man in the world, yet he keeps setting higher goals for himself. Jeff knows that his big ideas can potentially lead to fame. However, he refuses to jump ahead of himself to envision the great rewards that would come with great success. he chooses to maintain an incremental growth mentality (jlc684 & says, 2021). This has helped him to maintain quality in service delivery because he always thinks that he is selling his products for the first time.

The Risk Taker

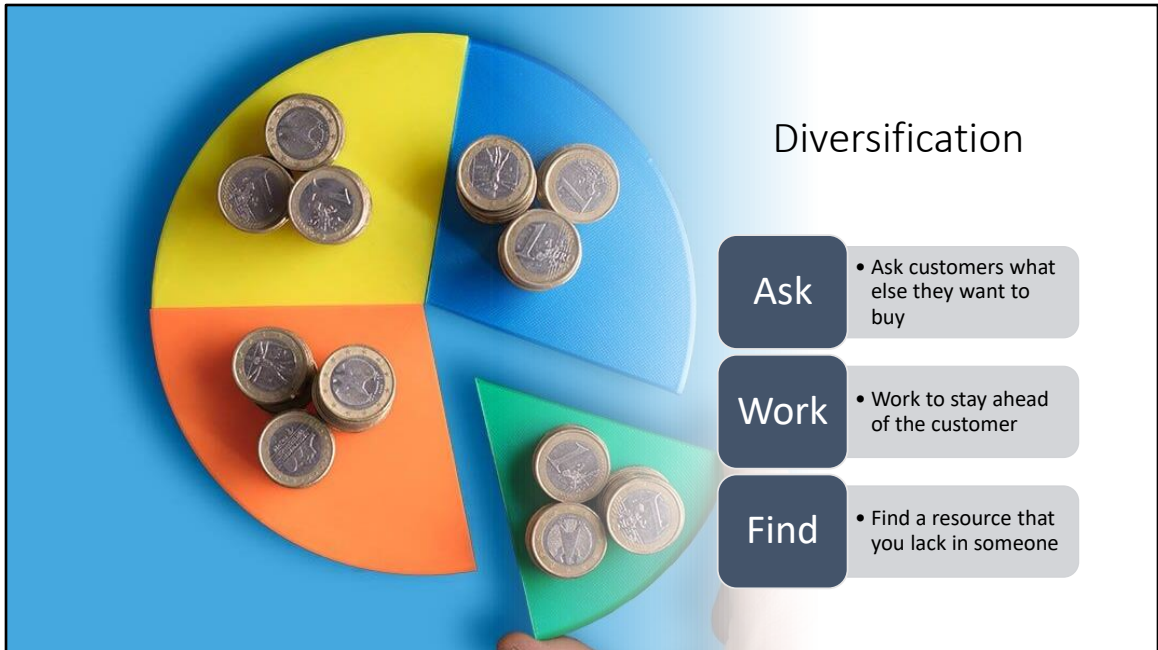
- The future is unpredictable
- Know the odds but never be deterred
- Avoid following the trend
- Adopt a regret minimizing mindset



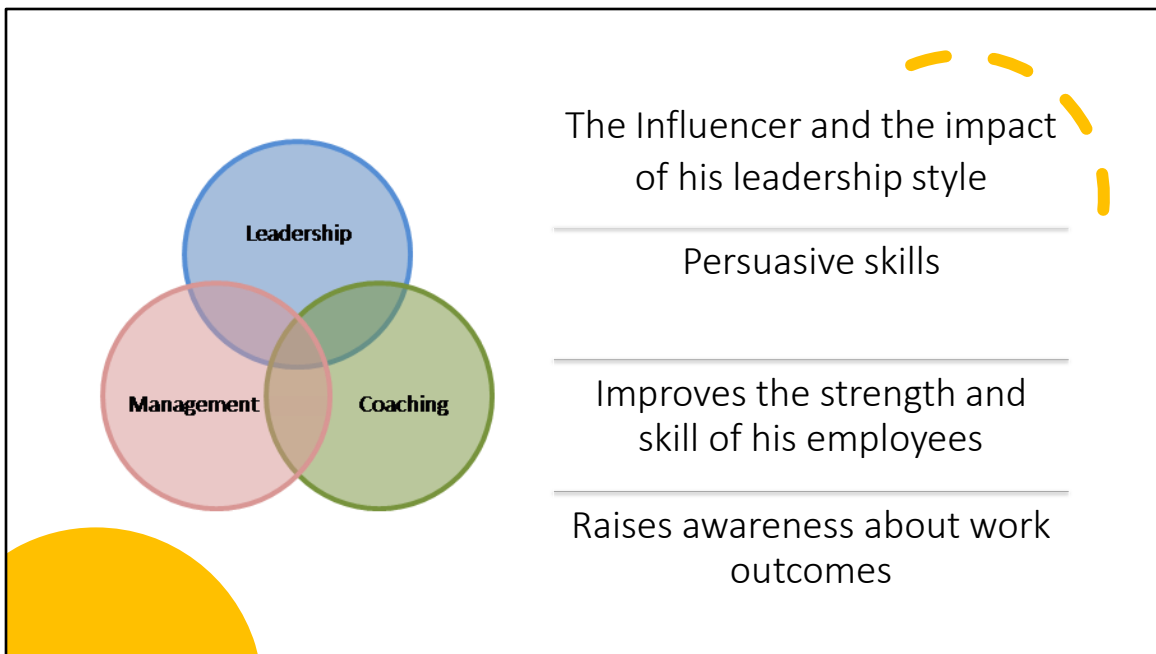
It is impossible to predict how successful an idea will be until we try. It is not possible to predict with precision how customers will react to a new idea in the market (Waldman and O'Reilly, 2019). Jeff is aware that many odds arise due to the inability to predict the outcome of a business idea however, this has not deterred him from implementing any idea that comes into his mind. Jeff does not follow any trending fashion. He argues that trends constantly change and thus it is impossible to sustain a business idea that is developed following a trending issue. Jeff has adopted a mindset that appreciates setbacks as lessons to do better rather than points of regret. Jeff pictures his old age as a life with minimal regrets lived every day.



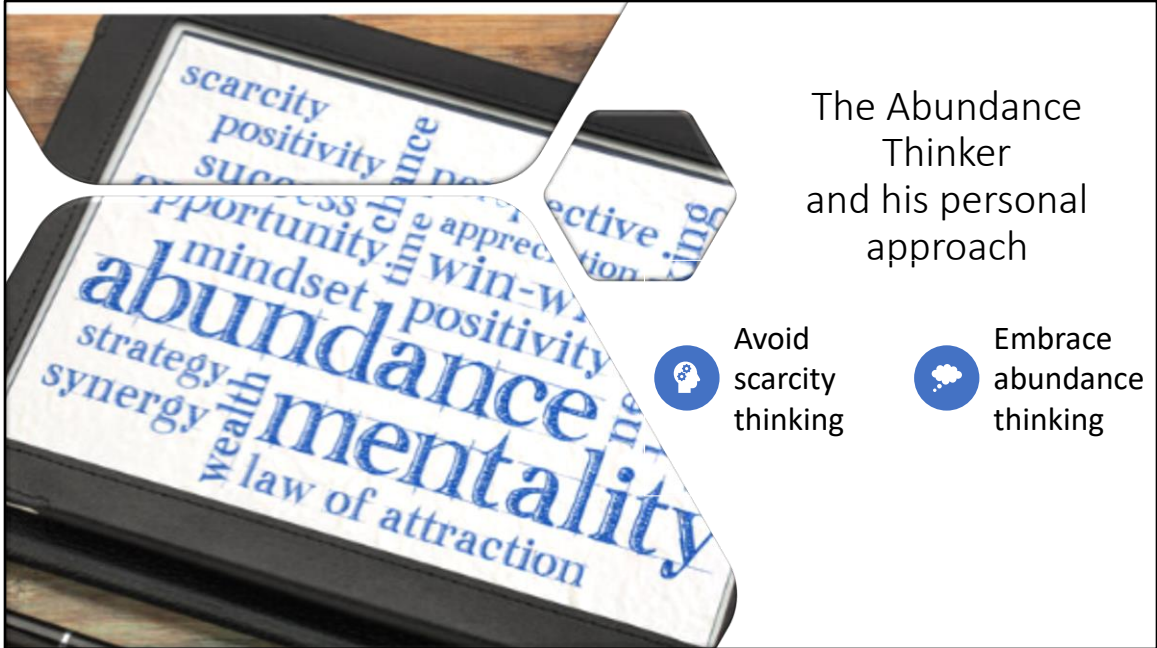
Jeff Bezos's father relocated to the US from Cuba at the age of sixteen. Jeff says he adopted his father's belief in himself. This pushed him to want to achieve more than his father at an early age. Throughout his school life, he was involved in student leadership programs. His ambition to achieve higher results has led to the establishment of one organization after another. Jeff dared to venture into the tech industry at a time when technology was not as exposed as it is today. He believed that he had the best idea and went out to explore (Murrell, 2014).



Jeff started to sell books cheaply online in his garage. After surveying by simply emailing 1000 of his customers he realized that video and music could also sell on the online platform. As IT infrastructure advanced Bezos realized that technology was a big resource that he leverage for business. As outlined in, Murrell, (2014), Jeff has established a one stop online shop for every item, that is, Amazon. He has also ventured into writing and selling local dailies as well as producing aircraft. A focus on customer needs and innovation has enabled Jeff to stay ahead of the customer such that he has what the needs before the need arises. A good example is a need for online shopping during the corona outbreak period. Jeff believes that if the resources required are not within his circles, then they are within reach, you just need to find them.



Jeff Bezos sets principles, values, and beliefs for his organization. he then sets out to persuade his employees to adopt these core values and follow them to the letter. Jeff influences the employees to continuously improve their skill thus improving their productivity. Jeff has a persuasive skill that enables him to persuade his employees to sharpen their creativity and problem-solving abilities. This enables the employees to generate solutions for the company and hence become actively involved in building the company. While on the journey of self improvement Jeff also persuades his employees to become aware of the work outcomes. This will guide their decision-making and way of accomplishing their tasks (jlc684 & says, 2021).



There is a common belief that there is a lack of especially natural resources. However, Jeff believes there is a good reason to think that when resources are scarce, they also become valuable. Moreover, new technologies will be developed to create alternatives to scarce resources. The scarcity mentality is centered around the feeling that there is not enough for everybody (Dhiman, 2011). Therefore, one must fight with nature to extract resources by force and also fight with other people because the space at the top is limited. The scarcity mindset believes that life is an endless cycle of struggles against nature and others. Abundance thinking embraces the belief that there is more than enough for everyone. This allows more productive cooperation rather than unhealthy competition.

Growth journey of Bezos

Jeff was not born rich

False claims about Jeff being alien

Jeff is involved in charity



One of the major traits that Jeff has demonstrated throughout his journey of growth and uprising is his human nature. Jeff was born to a teenage mother who got divorced and married a Cuban immigrant. While growing up he worked in his father's ranch repairing caterpillar tracks. His first business venture was launched in his garage. There have been claims that Jeff is an alien and a reptile (Kirstylcard, 2021). These claims erupted soon after Jeff jumped into the billionaire bracket. However, all these claims have been proven null and void. Jeff is involved in a lot of charity work which exposes his philanthropic part. Jeff believes that to succeed in business you must be as human as possible and be mindful of the needs of the less fortunate.

The Interest Creator

- Create diverse passions
- Build your story
- Start even if all dots are not joined
- Pick one audience



Jeff owns three unrelated organizations, Amazon, an all-inclusive retailer, Blue Origin, an aerospace manufacturer, and Washington Post, a seller of local dailies. Jeff believes that new interests and passions bring new ideas and insights. Jeff has created his story following his passions not by allowing others to dictate what will comprise the story. Many businesspeople fear beginning a venture because they do not have all creases ironed out. Jeff believes that it is okay to begin as long as the venture interests you. Jeff advises that though you may have many interests it is important to focus on one audience at a time (Kantor and Streitfeld, 2015). This he has learned on his journey to success.



Profit and value generated



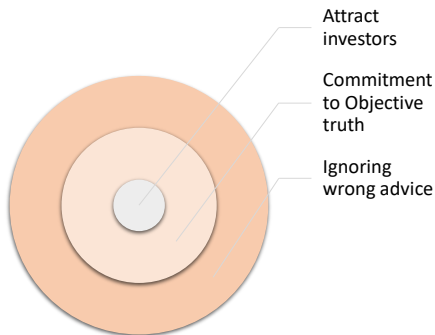
Remarks



The big break for Jeff Bezos

Jeff Bezos is already by far the richest businessman in the world. Amid the coronavirus pandemic when most people are staring at the possibility of sliding into the poverty bracket the world's richest man bagged £10bn in a single day. This has pushed his wealth to £165bn (Neate, 2020). Jeff's big break was facilitated by Amazon's soaraway share price as thousands of people on lockdown turned to online shopping to feed their families. This has sparked a conversation on the leadership abilities of Jeff Bezos which form the basis of this presentation.

Jeff Bezos Credibility



Every start-up faces many challenges. Reports indicate that most of the investors who joined Amazon in its early stages were attracted by Jeff's credibility as a long-term innovator. Jeff is committed to providing hard provable data as opposed to theories that cannot be verified using data. This may have rubbed some of his workers the wrong way but Jeff believes that hard, measurable truth will always set you free from any quagmire. Jeff has received a lot of bad advice along the journey. But he says that he keeps discarding any advice that he finds not in line with his thought line (Woods, 2018).

Thank you for your
attention



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