

## Action Guide

TEI 323: Product management insights, stories, and secrets  
from inside Amazon  
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### Application Questions

1. Based on Amazon's innovation processes, what is one thing that would make your work more innovative?
2. Describe what your work day would look like if you were "customer obsessed."
3. Jeff Bezos has a saying, "Stubborn on the vision and flexible on the details." What is one way you could apply this to a current problem?



### Actions to Take

#### What to Do Now

- Write down some of your own "leadership principles" that help you be innovative. Put these into use more often.
- Embrace failure and experimentation as integral parts of innovation.

#### What to Do Soon

- If you are a product leader, consider implementing some systems to encourage innovation—Voice of the Customer section at business review meetings, Correction of Error process, and/or tangible rewards for innovation.
- Next time you are developing a product, consider employing the PR FAQ process. Write the press release and FAQs first, focusing on the customer's needs, then work backwards to the solution.