



# CAREER DEVELOPMENT **PROJECT** AMAZON

Present By, Kara Willard & Curtis Isozaki

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**1.**

**EXECUTIVE  
SUMMARY**



# EXECUTIVE SUMMARY

- ▶ Mission and Vision of Amazon
- ▶ Background of Career Choice
- ▶ Methodology: Quantitative Research
  - ▷ Understanding career path, contribution, and best self
- ▶ Twelve Question Survey & Finding of Data
- ▶ Conclusion: Accessibility of Career Development
- ▶ Philosophical Foundation of Three New Initiatives
  - ▷ True North, StandOut, & Real Best Self
- ▶ Implementation: Online, Small Group, & Team
- ▶ Summary of Benefits: Move Up or Move Out



**2.**

**NATURE &  
SCOPE OF THIS  
PROJECT**



## Nature and Scope of Project:

- ▶ Amazon: Fortune 500 E-Commerce company based out of Seattle, WA.
- ▶ Biggest E-Commerce company in the world
- ▶ The company culture is built on innovation, competition and candid interactions amongst employees
- ▶ Amazon prides their organization on developing their employees and making them feel empowered in the workplace.
- ▶ Career Choice is their current employee development plan
- ▶ Career Choice encourages employees to further their education even if it is not to continue working at Amazon



## Nature and Scope of Project:

- ▶ Amazon will pay up to 95% of their textbooks and \$3,000 a year in tuition costs
- ▶ Although this employee program is beneficial many employees find it difficult to take advantage of due to long hours in the classroom and time away from family
- ▶ Amazon employees love what they do so why not give them on the job access to training?
- ▶ The goal of this proposal is to provide Amazon with alternative solutions to further their growth and development

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**3.**

**METHODOLOGY**



# QUANTITATIVE SURVEY

Understanding Career Path



Contribution At Work



Best Self



# 4.

## FINDING & CONCLUSIONS



## **FINDINGS:** SURVEY QUESTIONS

- ▶ Are you interested or currently participating in the “Career Choice?” program to take outside classes to future your career?
- ▶ Are you interested in an internal organizational career development program to further your career?
- ▶ If you were to have the opportunity to develop your career, would you participate?
- ▶ Do you have a clear understanding of your career path?
- ▶ Would having actionable goals help you achieve your career path?
- ▶ If you were to have the opportunity to develop a mission statement for your life, would you participate?



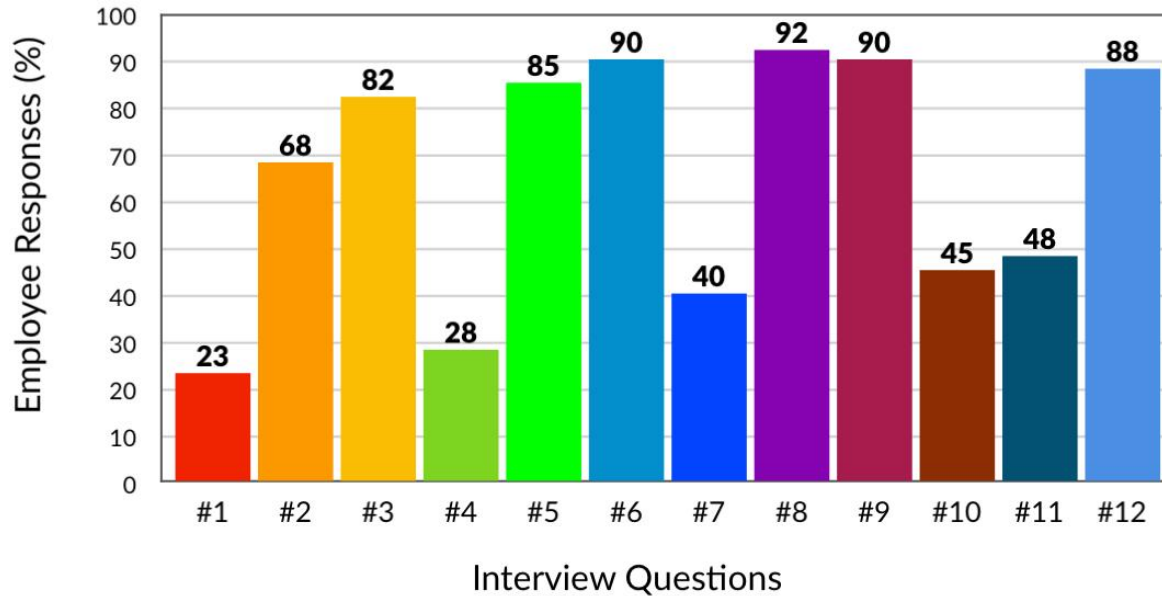
## **FINDINGS:** SURVEY QUESTIONS

- ▶ Do you have a clear understanding of your contribution in your work?
- ▶ Would understanding your strengths empower your contribution in your work?
- ▶ If you were to discover your two greatest strengths, would you participate?
- ▶ Do you have a clear understanding of when you are at your best self?
- ▶ Would knowing when you are at your best self you further your career?
- ▶ If you were to look back at your life when were you at your best, would you participate?



# FINDINGS: SURVEY DATA

## Amazon: Career Development Program





## CONCLUSION TAKEAWAYS

- ▶ 63% Amazon employees participated in survey
- ▶ 23% Career Choice
- ▶ 68% prefer an internal CD program
- ▶ 82% alternative for employees w/ families
- ▶ 28% confident understanding of their career path
- ▶ 85% believe in actionable goals
- ▶ 90% want clarity in developing a personal missions statement



## CONCLUSION TAKEAWAYS

- ▶ 40% clear understanding of their contribution
- ▶ 92% understanding strengths would increase their work contribution
- ▶ 90% interested in discovering their top two strengths
- ▶ 45% understand their best self
- ▶ 48% believe that knowing their best self would further their career
- ▶ 88% interested in discovering their best self



# BIG

# CONCEPT

Develop various Career Development opportunities that are more **accessible** for employees that would meet the competencies of **understanding career path, contribution at work, and best self.**



**5.**

**PHILOSOPHICAL  
FOUNDATIONS**





# Philosophical Foundations

- ▶ With innovation and self-discovery being a core value of Amazon, it's important that those core values are aligned with the culture and development that Amazon offers to its employees
- ▶ 87% of Amazon's employees are interested in self development and learning more about their strengths
- ▶ There must be action taken towards what the employees have expressed in being important to their development
- ▶ They want integration of strengths and values to in order to find purpose in their work





6.

RECOMMENDATIONS

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“True North is your orienting point... that helps you stay on track as a leader. It is derived from your most deeply held beliefs, your values, and the principles you lead by. It is your internal compass, unique to you, that represents who you are at your deepest level” (George, 2015, p. 1).



# RECOMMENDATIONS: TRUE NORTH

## TRUE NORTH

- ▶ Intellectual Development
- ▶ Personal Discipline and Stress Management
- ▶ Values, Leadership Principles, and Ethical Boundaries
- ▶ Spirituality
- ▶ Building Relationships
- ▶ Integration
- ▶ Leadership Style, Development, and Legacy
- ▶ Future Directions

“

In *StandOut 2.0: Assess Your Strengths, Find Your Edge, Win at Work*, Marcus Buckingham captures the importance of “an innovation delivery system” that is revealed through the StandOut assessment that unveils an individual’s unique edge with practical innovations, tips, and techniques (Buckingham, 2015, p. 29).



# RECOMMENDATIONS: STANDOUT 2.0

## SELF AWARENESS

- ▶ Definition
- ▶ Most Powerful at Work
- ▶ Combining Roles
- ▶ Knowing Phrases
- ▶ Ideal Career

## ACCOUNTABILITY

- ▶ Make Immediate Impact
- ▶ Take Performance to the Next Level
- ▶ What To Watch Out For

## COACHING

- ▶ Win as a Leader
- ▶ Win as a Manager
- ▶ Win in Client Services
- ▶ Win in Sales

“

The *Reflected Best Self Exercise TM* (RBSETM) uses stories collected from people in all contexts of your life to help you understand and articulate who you are and how you contribute when you are at your best. With this new insight, you will feel immediately strengthened and connected to others, experience clarity about who you are at your best, and redefine personal development goals to be your best self more often (Quinn et al. 2011, p. 3).

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# RECOMMENDATIONS: RBS

## REAL BEST SELF (TEAM)

- ▶ **Phase 1: Creating the Reflected Best-Self Portrait**
  - ▷ Step 1: Identify Potential Respondents
  - ▷ Step 2: Request Reflected Best-Self Stories
  - ▷ Step 3: Write Your Own Best-Self Stories
  - ▷ Step 4: Analyze All Best-Self Stories
  - ▷ Step 5: Compose the Reflected Best-Self Portrait
- ▶ **Phase 2: Bringing the Reflected Best Self to Life**
  - ▷ Step 1: Analyze Context, List Enablers and Blockers.
  - ▷ Step 2: Create an Action Plan



# 7.

## IMPLEMENTATION GUIDELINES



## Implementation Guidelines:

- ▶ Roll out company wide in three different modules
- 1) Online True North Program: Access to content online, personal and meaningful in finding your purpose, values and mission
- 2) Standout 2.0 Groups: Certified coach will conduct the training and give employees individual assessments to complete.  
Employees will have a better understanding of their contributions in the workplace place and how to take advantage of their strengths. Once a month break out groups will occur to discuss immediate impact made.



## Implementation Guidelines:

3) Real Best Self Team: A team lead will be selected to conduct the RBSE.

Quarterly meetings will take place to review how you've used the RBSE to shape your work

By completing the RBSE it will give employees an accurate picture on how others have viewed their strengths

This will give people a reference of past success and will be something they can refer back to and build upon in the future



**8.**

**SUMMARY OF  
BENEFITS**



## Summary of Benefits:

- ▶ Empower employees at Amazon to move up or move out
- ▶ Moving up means goal oriented action taking place and more connected to their purpose at work
- ▶ Moving out connects employees to a work environment that better suits their career goals and purpose
- ▶ Amazon is a great company to work for and employees are happy and satisfied. In order to take it to the next level Amazon needs to help employees grow as individuals and connect them to meaningful work



## References:

- ▶ Buckingham, M. (2015). *StandOut 2.0: Assess Your Strengths, Find Your Edge, Win at Work*. (Kindle Edition). Retrieved from Amazon.com.
- ▶ Craig, N., George, B., & Snook, S. (2015). *The Discover Your True North Fieldbook: A Personal Guide to Finding Your Authentic Leadership* (Second ed.). Hoboken, New Jersey: John Wiley & Sons, Inc.
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- ▶ Quinn, R., Dutton, J., Spreitzer, G., & Roberts, L. (2011). *Reflected Best Self Exercise*.