

Amazon's 16 Leadership Principles, One Page

Every principle and the behavioral question it produces. prept.fyi/learn/amazon-leadership-principles

#	Leadership principle	The question it produces
1	Customer Obsession	Tell me about a time you went against internal pressure for a customer.
2	Ownership	Tell me about a time you took on something outside your remit.
3	Invent and Simplify	Tell me about a process you removed steps from.
4	Are Right, A Lot	Tell me about a decision you made with limited data.
5	Learn and Be Curious	Tell me about something you taught yourself that nobody asked for.
6	Hire and Develop the Best	Tell me about someone you developed, or a hire you got wrong.
7	Insist on the Highest Standards	Tell me about a time you refused to ship something.
8	Think Big	Tell me about a time you proposed something beyond your scope.
9	Bias for Action	Tell me about a decision you made without waiting for approval.
10	Frugality	Tell me about a result you delivered without the budget you wanted.
11	Earn Trust	Tell me about a time you admitted you were wrong publicly.
12	Dive Deep	Tell me about a problem you found by going into the detail yourself.
13	Have Backbone; Disagree and Commit	Tell me about a time you disagreed and delivered it anyway.
14	Deliver Results	Tell me about a commitment you hit when it was going badly.
15	Strive to be Earth's Best Employer	Tell me about a change you made for your team's conditions.
16	Success and Scale Bring Broad Responsibility	Tell me about a second-order consequence you anticipated.

Where these answers break

Have Backbone collapses on: what happened after you disagreed and lost? If you were eventually proved right, you have described being right, not committing.

Ownership collapses on the plural pronoun. Which part did you do, and which part did the owning team do?

Customer Obsession collapses on cost. What did it cost internally, and who objected?

Bias for Action collapses on reversibility. Was the decision undoable, and what if it had not been?

Six to eight stories covers all sixteen. Find your gaps: most candidates have nothing ready for Frugality, Hire and Develop the Best, or the two newest principles.

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