

## **Colin Bryar & Bill Carr**

Former Amazon Executives, Authors, and Co-Founders, Working Backwards, LLC

**Working Backwards: Insights, Stories, and Secrets from Inside Amazon.** In this presentation, long-serving Amazon executives Colin Bryar and Bill Carr will reveal and decode the principles and practices that drive the success of one of the most extraordinary companies the world has ever known. Spending more than a decade as part of Amazon's leadership team, they offer unprecedented access inside the room as Amazon's approach to leadership, culture, and best practices were developed, refined, and scaled – providing key analysis and practical steps for applying it at your own organization.

**How to Think Like an Amazonian: A Guide to Innovation.** Drawing on more than a decade on Amazon's leadership team, witnessing first-hand the company's period of unmatched innovation, Colin Bryar and Bill Carr will exclusively reveal how to think like an Amazonian. Shared with audiences for the very first time, they will illuminate Amazon's fourteen leadership principles that inform decision-making at all levels and reveal the four characteristics that define the company's culture – customer obsession, long-term thinking, eagerness to invent, and operational excellence. Providing insider anecdotes and actionable innovation tactics, Bryar and Carr will demonstrate that success on Amazon's scale is not achieved by the genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices.