**Jeff Bezos’s Management Style**

**Management, leadership, controlling, management roles, skills, risk**

Description: This clip discusses the management style of Jeff Bezos, CEO of Amazon.com. It describes Jeff Bezos’s customer-centric management style and how he was able to turn Amazon from an online book retailer into “the Everything Store.” Part of his success is due to his willingness to take risks and his high standards. Bezos is very involved in every aspect of the business. Sometimes his manner to employees is tough, but he expects the best in customer service.

Please share your thoughts on the following issues as you watch a clip about the management style of Jeff Bezos, CEO of Amazon.com. This clip describes Jeff Bezos’s customer-centric management style and how he was able to turn Amazon into “the Everything Store.” *Use with:* [*https://www.youtube.com/watch?v=yDyIpEG4\_ow*](https://www.youtube.com/watch?v=yDyIpEG4_ow)

1. How does Jeff Bezos approach risk? Why is this important as a manager?
2. Describe some of the methods Jeff Bezos uses to run Amazon efficiently and effectively.
3. How has Jeff Bezos’s leadership skills led to its success?
4. From the clip, analyze Jeff Bezos’s decision making abilities.
5. Which stakeholder does Jeff Bezos view as most important? How does he define this stakeholder?
6. How does Jeff Bezos approach his employee stakeholders?
7. How does Jeff Bezos use the controlling function of management?
8. What types of roles does Jeff Bezos take on as a manager?
9. What types of skills does Jeff Bezos have that make him such an effective manager? Which skills do you think are most important to his success?