

# From Insight to Impact

An Amazon-Led Customer & Culture Lab

# Why Are We Here!!

Surface realities in the most brutally honest manner

Create a roadmap for Success

## Plenary Working Session

- Decisions that are stuck
- Conversations that don't happen
- Gaps that are not addressed
- Frictions that go unresolved
- Problems that are not solved
- Issues no one talks about

## This is not ...

- A keynote
- Problem-solving
- Brainstorming
- Idea generation
- A safe space for polite answers

## 6 Questions

surface what's holding you / your  
company back

## Your Answers

think deeply  
answer honestly

# Practice

Roses are red, violets  
are

<fill in the blank>

# 01

We say our customers  
are important to us, but  
**<fill in the blank>**

Think about ...

Gap between your  
company's stated values  
and  
actual decisions

# 02

We built/invested in  
<fill in the blank>, but  
our customers actually  
need/want  
<fill in the blank>

Think about ...

Products built for us,  
not for them

Assumptions we never  
validated

Investment without  
customer evidence

# 03

The most important  
problem/gap we're not  
hearing from our  
customers is

<fill in the blank>

Think about ...

Complaints customers  
stopped making

Silent frictions not  
investigated

The question we never  
ask

# 04

**<fill in the blank>**

is broken and everyone  
knows it, but no single  
person has the  
authority to just fix it

Think about ...

Stalled decisions

Meetings that end  
without a "yes" or "no"

Nobody owns the  
outcome

# 05

Something my team or  
I see every day but  
have stopped  
reporting is  
<fill in the blank>

Think about ...

Normalized silence

Eroded psychological  
safety

The truth that's easier  
not to discuss

# 06

Sometimes we act or  
decide too slowly  
because

<fill in the blank>

Think about ...

Decision paralysis

Over-deliberation

Risk Aversion

## Today was the setup

We surfaced the challenges, tensions, and realities shaping your customer experience today

That took honesty

## Tomorrow is the payoff

We'll explore proven methodologies and frameworks that Amazon uses to address what we surfaced today

Tools you can use Monday morning