



Stanford eCorner

Maximize Experimentation

Diego Piacentini, *Amazon*

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Video URL: <http://ecorner.stanford.edu/videos/2561/Maximize-Experimentation>

Amazon offers its employees the "Just Do It" award, a fun recognition with an old Nike shoe, that is handed to anyone who implements a smart idea or innovation outside of their normal job tasks. Amazon is built to tolerate mistakes, says Senior VP of International Retail Diego Piacentini - provided those mistakes don't get repeated.



Transcript

Maximize experimentation. Making mistakes is incredibly important for an innovative company. We do crazy experiments at Amazon. We do lots of Web labs, AB testing. Sometimes you see a treatment of a product, a program you'll see different versions. Until statistically significant change happens, we can't implement the change. We make lots of mistakes there. The important thing is that you create an environment where making mistakes within a company is OK; it's encouraged. We do have an award in Amazon called the "Just Do It" award, which is a big, used Nike shoe that we give to people that actually did something innovative outside of their tasks. So, two requirements; it needs to be outside of your normal tasks and it has to work.

It has to be something smart. So, we do incentive mistakes. As long as you don't repeat the same mistake, it's fine.