

## The 10 Core Values of Zappos

- Core values are what support the vision, shape the culture and reflect what the company values. They are the essence of the company's identity – the principles, beliefs or philosophy of values.
- Establishing strong core values help companies in their decision-making process, clarify the identity of the company to the outside world and are now becoming primary tools for recruitment and retention.
- No two company cultures are exactly alike, yet the core values for a lot of corporations' sound very similar. In most cases, one would not be able to identify the company by looking at their list of core values.
- Committable core values that are truly integrated in a company's operations can align an entire organization and serve as a guide for employees to make their own decisions.
- It doesn't actually matter what your core values are, or the company's core values are – what matters is you have them and you commit to them.
- What is important is the alignment you get from them when they become the default way of thinking for the entire organization.
- Your personal core values define who you are and a company's core value ultimately defines a company's character and brand.

## The 10 Core Values of Zappos

1. Delivery WOW through Service
  2. Embrace and Drive Change
  3. Create Fun and a Little Weirdness
  4. Be Adventurous, Creative and Open-minded
  5. Pursue Growth and Learning
  6. Build Open and Honest relationships with communication
  7. Build a positive team and family spirit
  8. Do more with less
  9. Be passionate and determined
  10. Be humble
- Zappos expects all the 10 core values to be reflected in everything they do, how they interact with each other, how they interact with customers, vendors or business partners.

- The core values form the framework from which Zappos makes all decisions These core values form a natural part of employee’s everyday language and way of thinking.
- A challenge is thrown at each employee to make at least one improvement every week to make Zappos better reflect their core values.

Here is a closer look at those 10 Core Values:

### **1. Deliver WOW through Service**

- At Zappos, anything worth doing is worth doing with WOW and expect every employee to deliver WOW
- To WOW, one must differentiate from others – which means to do something a little unconventional and innovative.
- Zappos seeks to WOW their customers, co-workers, vendors, partners and investors.
- Some of the questions that are asked include – what are the things you can improve upon in your work or attitude to WOW more people? Have you WOWed at least one person today.

### **2. Embrace and Drive Change**

- Part of being in a growing company is that change is constant. If you are not prepared to deal with constant change, then probably you are not a good fit for Zappos.
- All employees of Zappos must all learn not only to not fear change, but to embrace it enthusiastically and more importantly encourage and drive it.
- Although change can and will come from all directions, it is important that most of changes in the company are driven from the bottom up – from the people who are on the front lines, closer to the customers and/or issues.
- Never accept to be too comfortable with the status quo because the companies that get into trouble are historically the ones that aren’t able to adapt to change and respond quickly enough.
- Some of the questions that are asked include – how do you plan and prepare for change? Do you view new challenges optimistically? Do you encourage and drive change? How do you encourage more change to be driven from the bottom up? Are you empowering your direct reports to drive change?

### **3. Create Fun and a Little Weirdness**

- One of the things that makes Zappos different from a lot of other companies is that they value being fun and being a little weird – looking for fun and humor in their daily work.
- They want the company to have a unique and memorable personality – and a touch of weirdness makes it more interesting and fun for everyone.
- Zappos expects the weirdness in each of their employees to be expressed in their interactions with each other and in their work.

- One of the side effects of encouraging weirdness is that it encourages people to think outside the box and be more innovative. It is also about keeping the employees engaged in the work they do.
- Some of the questions that are asked include – What can we do to be a little weird and differentiate from everyone else? What can we do that’s both fun and a little weird? How much fun do you have in your job – and what can you do to make it more fun? What can you do to make your co-worker’s job fun as well?

#### **4. Be Adventurous, Creative and Open minded**

- At Zappos, it is important for people and company as a whole to be bold and daring, but not reckless.
- They want everyone not to be afraid of risks and not to be afraid of mistakes, because if people are not making mistakes, then that means that they are not taking enough risks.
- Employees are encouraged to make mistakes as long as they learn from them.
- Never should be complacent and accept the status quo just because that is the way things have always been done.
- The sense of adventure and creativity might result in unconventional solutions – but that allows one to rise above and stay ahead of the competition.
- Some of the questions include – Are you taking enough risks? Are you afraid of making mistakes? Do you push yourself outside of your comfort zone? Is there a sense of adventure and creativity in the work that you do? What are some creative things that you can contribute to Zappos? Do you approach situations and challenges with an open mind?

#### **5. Pursue Growth and Learning**

- At Zappos, it is important for employees to grow both personally and professionally – by constantly challenging and stretching oneself and not be stuck in a job where you don’t feel you are learning or growing.
- Zappos believes that every employee has more potential than he/she realizes and it is the goal of the organization to unlock that potential.
- No matter how much better one gets, there is still more work to do – look at continuous improvement
- The only reason that Zappos is not swamped by competition is because the employees work hard and do it better than anyone else.
- Some of the questions include - How do you grow personally / professionally? Are you a better person today than you were yesterday? How do you get your co-workers and direct reports to grow personally / professionally? How do you challenge and stretch yourself? Are you learning something every day?

#### **6. Build Open and Honest Relationships with Communication**

- Openness and honesty make for the best relationships because that leads to trust and faith.

- Strong positive relationships that are open and honest are a big part of what differentiates Zappos from other companies.
- A key ingredient in strong relationships is to develop emotional connections – for that it is important for one to be a good listener and a good communicator.
- It is important to always act with integrity in your relationships, to be compassionate, friendly, loyal and to make sure that you do the right things and treat your relationships well.
- Zappos embraces diversity in thoughts, actions opinions and backgrounds – the more widespread and diverse your relationship – the bigger and positive impact you can make on the company.
- Some of the questions include – how much do people enjoy working with you? How can you improve those relationships? What new relationships can you build throughout the company beyond just the co-workers that you work on a daily basis? How do you WOW the people you have relationships with? How can you make your relationship more open and honest?

#### **7. Build a Positive Team and Family Space**

- Zappos places a lot of emphasis on culture because they consider themselves both as a team and as a family.
- Zappos attempts to create an environment that is friendly warm and exciting.
- Zappos believes that in general, the best ideas and decisions are made from the bottom up – those on the front lines that are closest to the issue and or the customers.
- The role of the manager is to remove obstacles and enables his direct reports to succeed – act as Servant Leaders.
- Best team members have a positive influence on one another and strive to eliminate any kind of cynicism and negative interactions.
- The best teams are those that not only work with each other but also interact with each other outside the office environment.
- The bond among the employees go far beyond the typical “co-worker” relationships found at most other companies.
- Some of the questions include – how do you encourage more team work? How do you encourage most people to take initiative / ownership? What can you do with the team members so that you feel both like a family and a team? Do you exemplify a positive team spirit?

#### **8. Do More with Less**

- Zappos has always been about being able to do more with less – believing in hard work and putting in the extra effort to get things done.
- Zappos believes in operational excellence and realizes that there is always room for improvement in everything they do.
- In order to stay ahead of the competition, there is a need to continuously innovate as well as make incremental improvements in the operations.
- Never lose a sense of urgency in making improvements – and never settle for “good enough” as good is the enemy of great.

- Zappos sets and exceeds its own high standards constantly raising the bar for competitors and for themselves.
- Some of the questions include – how can you do what you are doing more efficiently? How can your department become more efficient? How can the company as a whole become more efficient? How can you personally help the company become more efficient?

#### **9. Be Passionate and Determined**

- Passion is the fuel that drives ourselves and the company forward. Zappos values passion, determination, perseverance and a sense of urgency.
- Zappos doesn't take "No" or "that will never work" for an answer.
- Zappos believes in having a positive and optimistic (but realistic) attitude about everything they do because that inspires others to have the same attitude
- Some of the questions include – Are you passionate about the company? Are you passionate about your work? Do you love what you do and who do you work with? Are you happy here? Are you inspired? Do you believe in what we are doing and where we are going?

#### **10. Be Humble**

- Zappos believes that no matter what happens, always be respectful of everyone.
- While celebrating team and individual success, don't be arrogant; treat others as you would like to be treated
- Carry yourselves with quiet confidence and in the long run, one's character will speak for itself
- Some of the questions include: Are you humble when talking about your accomplishments? Are you humble when talking about your company's accomplishments, Do you treat large and small vendors with the same amount of respect that they treat you?