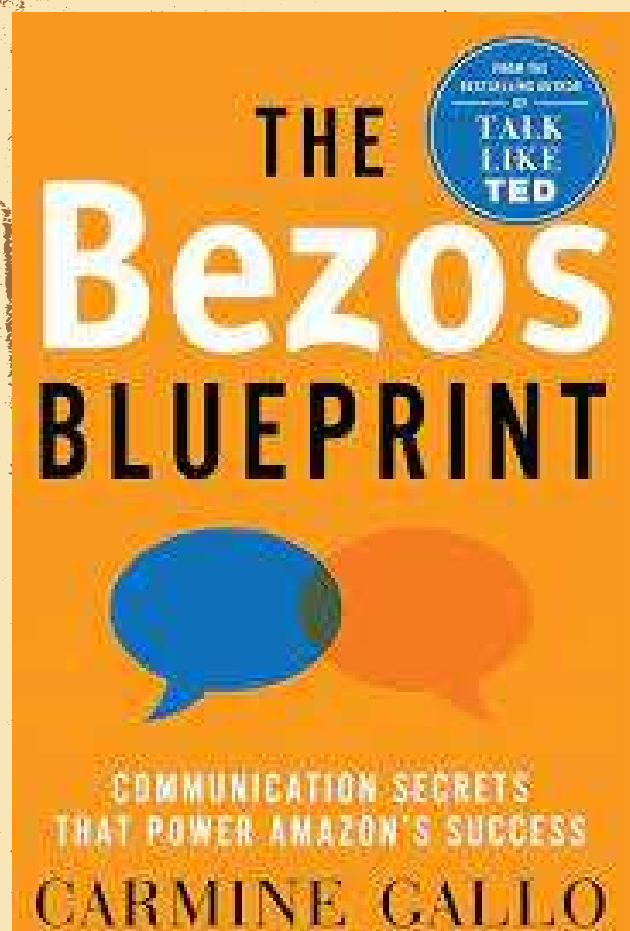




THE BEZOS BLUEPRINT

CARMINE GALLO



LESSONS THE BOOK DELIVERS

- The persuasive power of the written word
- Simple words explain complex things
- The road to the top is paved with the fewest words
- Use metaphors and analogies to educate your audience and explain your ideas
- Active voice energizes your message.
- Simple storytelling structure for memorable presentations and pitches.
- Why three is the most persuasive number in communication.

**In 2004, Jeff Bezos
banned Powerpoint
for any meeting
at Amazon**



BANNED POWERPOINT?

In the summer of 2004

Amazon's CEO Jeff Bezos decided to adopt memos and narratives and banned PowerPoint for presentations.

He replaced slides and bullet points with 500-year ancient tools of communication written word.

“The long-term business strategy is to focus maniacally—not on competitors, but on customers”
--Amazon

BUT WHY BAN?

Bezos wanted to reimagine the way leaders speak, share ideas, and align their vision with the team

This new system forced people to be

- **crisp,**
- **concise**
- **clear**



IS MEMO WRITING HARDER?



Writing a memo is indeed harder than making a 20-slide PPT

The structure of a memo needs a better thought and understanding of what is important and not just related

In a presentation, one can easily gloss over ideas and can ignore the interconnectedness of ideas

THE TOP SKILL IN DEMAND

As per surveys of recruiters, the
most sought after skills are



18000 people in 15 countries identified
'Communication Skills' as the skill to "future-
proof" your career

WHY DO YOU NEED COMMUNICATION?

- Cut through the noise,
- Set priorities
- Translate complexity into actionable advice
- Clarify and condense important content

THE FOUNDATIONAL SKILLS



Storytelling



Public Speaking



Clarifying Messages



Translating Messages



Digital Fluency



Crafting a Vision



Inspiring Trust

WHAT MAKES BEZOS A TRUE INNOVATOR?



Mr Bezos is a masterful communicator

But he also has



Passionate Curiosity



A Fervent Imagination



A Childlike Sense of Wonder



Creativity & Imagination

Annual Amazon shareholder letters are models of business writing and communication

SET YOUR FOUNDATION

Difference Between a Choice and a Gift

GIFT

Gifts are easy

Cleverness

What is given

CHOICE

Choices are hard

Kindness

What you are proud
of

YOU ARE YOUR CHOICES

THE POWER OF SIMPLICITY

Mr. Bezos articulates the most complex topics
in the simplest way with these three points

1 Short Texts

2 Familiar words

3 Clean Syntax

Use the Gallo method to visualize your message in
a single page and explain the 15 mins story in 5
mins

JEFF'S KEY TO GOOD COMMUNICATION



- 1** Track your content's readability score
Higher Score= Better Readability
- 2** Replace Long words with shorter ones
- 3** Know the audience and tell what they want to know
- 4** Don't start with what you know, rather what the audience knows
- 5** Metaphors are the mental shortcuts

**Smart
People**



**You cannot over-invest in
communication skills**

**Simple
Words**



**Texting and Tweeting is not
Communicating**

**Smart
Decisions**



HOW TO WRITE

You can't write all day, give yourself an hour

There are no rules, just "tools" and strategies

Choose the right tool for the job

A strategy combines art and science, and persuasion is one such strategy

Remember, nobody starts great

APHORISM COMPRESSES POWERFUL WORDS

As you sow, so shall you reap

Rome wasn't built in a day

Don't judge a book by its cover.

Compress powerful ideas into a handful of words

Proverbs and Aphorisms are short words with plenty of wisdom

**They are easy to read, remember, and
easy to repeat**

THE ULTIMATE 7 TIPS TO WRITE

Begin with Verbs and Subjects

Focus on the order of words to put emphasis

Use Active Verbs

Unleash Strong Verbs

Avoid Weasle verbs like "sort of", "tend to"

Vary the sentence length

Construct parallel structures

WHAT FUELS AMAZON'S GROWTH

Two Pizza Teams

It stressed the significance of decentralized decision-making.

It pointed to the need for the firm to be divided into small engineering teams.

These teams could function independently with just a weak link between them

The Communication Formula

$$N * (N-1)/2$$

N = number of project team members.

So, if have a team of 5 members,
there are 10 possible routes of communication if

When the group is doubled, the communication
channels increase to 45.

This means that a project manager expends
4.5 times the amount of energy and effort to
keep the team informed.



THEN, WHAT WORKS?

NARRATIVE

A narrative is simply a written document that forces clarity of thought.

What narrative is to Amazon is what engine is to Ferrari

The process of writing narratives allows you to refine, clarify, and articulate your ideas.

Good intentions never work, but good mechanisms do like building a narrative

5 STRATEGIES
TO WRITE
THE BEST
NARRATIVE



1

Focus on narratives, not the six-
pager

2

Emphasize on Headings and
Subheadings

3

Don't rush it- Good Writing Takes
Time

4

Collaborate To Communicate

5

Hold The Study Hall

THE FEYNMAN TECHNIQUE

Write the concept on a sheet of paper in your own words.

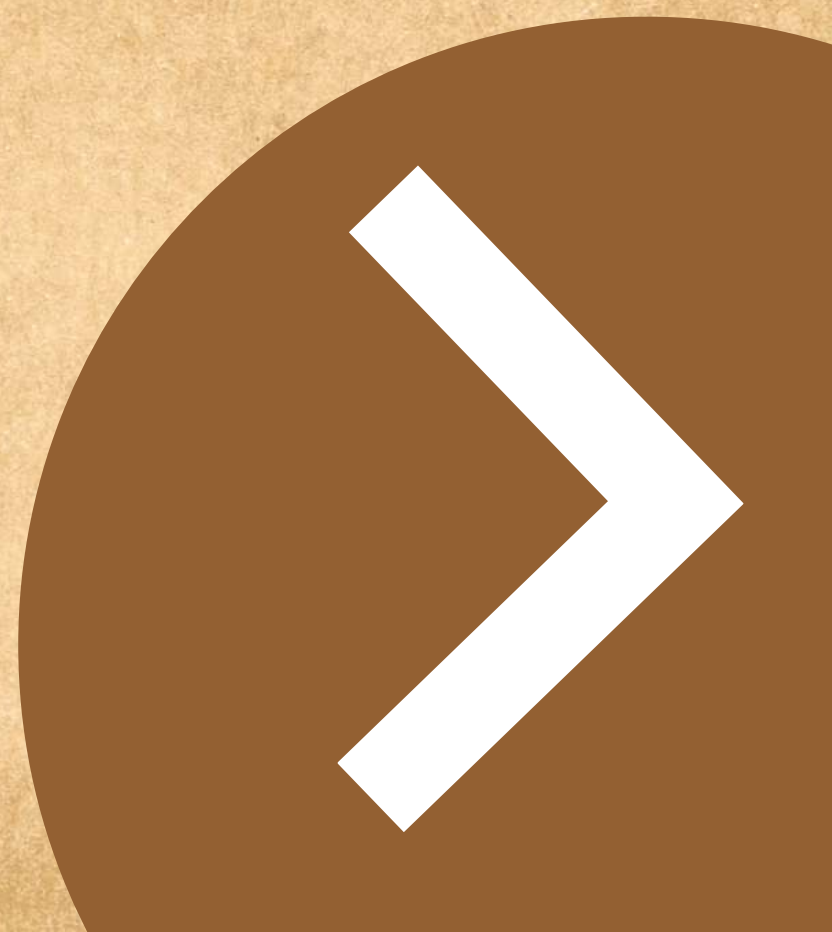
The words you would use to explain the topic to someone else

Remember to keep the explanation in complete sentences (with nouns and verbs), not bullet points.

Don't rush the process because writing takes time.

No one is an expert. So, begin somewhere.

Clear narrative means a clear reflection of your thoughts and that takes time.



4 REASONS
WHY YOU
SHOULD READ
MORE



BOOKS ARE THE MIND **stimulators**

Reading lets you live another soul, and slip into anothers' skin.

Neuroscientists explain that the brain doesn't distinguish between book experiences and the ones experiences in real time ones

Books OFFER PERSPECTIVE

Books provide the chance to experience an enormous variety of life experiences without leaving home or school

READERS ARE BETTER **Speakers**

By reading good literature, both fiction, and nonfiction, you can enhance your written and verbal skills

People who read an assortment of books in fiction and nonfiction categories have a broad, interesting variety of stories from which to pull.

Books

FORM OF CONDENSED KNOWLEDGE

Even investors who clamor for a piece of the next hot start-up can't match the return on investment a good business book provides.

3 WAYS TO READ WITH PURPOSE

FOLLOW LEADERS IN THE RELEVANT CATEGORY

A leader can persuade others to follow through one of three basic means of communication:

- writing something that inspires readers

- saying something that motivates listeners

- doing something that sets an example for others to follow.

TAKE NOTES

Take notes you give your brain more channels to encode the information.

You'll remember more of what you read.

SHARE YOUR FAVOURITES

the single best way to learn to lead is to read more.

Reading has power and sharing that not just gives you the power but you share it with others too

DISCLAIMER

This summary is based on my learnings from the book

For better understanding, reading the book is highly recommended.

Please excuse any errors or misinterpretations

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