

Which method helps Jeff Bezos always make the right decision?

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Jeff Bezos is a famous name for not only technology lovers but also rich people. However, to be like today, Jeff Bezos has experienced many ups and downs of the media as well as everyone in the eyes of the people and the media, his image is both good and bad. During the time of Amazon's establishment, almost no company was able to earn any profit, they seemed to lack goals, and business valuation was completely impossible.

Although it was difficult and critical, but Jeff Bezos was almost uninterested in those words.

He has a simple but very effective decision-making system that ensures almost certain that what he does is accurate and necessary. If Jeff Bezos's life is a game, then the whole world will be the audience, and Jeff Bezos will be the one to fight in that game.



Jeff Bezos's secret lies in the time frame. In contrast to many people, Amazon bosses never put themselves in a certain framework and forced themselves to follow it. Jeff Bezos always does his job and always thinks about the future.

What makes Jeff Bezos completely different from everyone else is that the other Silicon Valley billionaires are the ability to make optimal decisions for a future that he himself doesn't fully understand.

In life, we must always make important decisions, these decisions can lead to success and sometimes failure.

No one can say anything in the future, you can not be sure that you will get a good job after graduation, or simply you will always be happy after marrying a girl / boy you love during college years .

In fact, everything happens and everyone changes.

This world is extremely complicated, it's hard to know what your future will be in the coming years, unless in this life you have a cat from the future like Doremon.

To guide the right path for life, you cannot use a compass, because that compass can guide the future for you, so it is difficult to orient your daily actions. we. So, we need to orient ourselves for what we want in the next 10, 20 or 30 years. What will you do and where?

The simple rule that Jeff Bezos often applies when making an important decision is: "Focus on things that will not change."

He applied this rule to Amazon itself, which means everything is built around their value to customers. They do not try to pursue temporary things because they do not know which ones will remain important. However, they know that in the next 20 years, customers will still want faster delivery and cheaper products. They can build a future around that, take it as a focus.

A long-term goal will help you control your actions, but that does not mean that you will have a stable orientation.



The only way to achieve your goal is to determine what will remain intact in the future.

Once you have the right direction, it will help you get closer to your goal. Your job now is to find the best way to get close to that goal.

If your orientation is not too specific, then your journey to that goal will be quite long, but slowly but surely faster than failure, because practically everything in this life is not simple. So you need to consider before every step to not regret.

Make a decision, but don't know where to start from the central psychology of everyone. It is easy for you to make the decision you will become a famous writer, but in your head is too vague, disoriented to know where to start to achieve that goal. Children want to do but do not know what to do, until they know how to do but do not

want to do it.

The answer is surprisingly simple: Challenge and fail; Please fix and then build.

In life, not only is there a path to success, there are many different paths, so slowly explore and experience them that will give you more valuable experiences.

Although Amazon's core values are customers, but Amazon does not go only one way, they try to experiment with many different aspects. And although Amazon started by selling books, then selling other retail items, Amazon also made sure to test and explore different paths, such as cloud computing, hardware, etc.

Today, Amazon's revenue comes not only from online sales but also from various sources such as cloud computing.

If Amazon does not dare to innovate and test many new things, now we can not know a great company as well as talented boss like JeFF Bezos

The future is unpredictable, so to experience, change and challenge will give you a better view and choose the best path for yourself.

The world today is constantly changing. To keep up with the times, it is imperative that each of us is constantly changing so as not to be outdated with the times.

Currently, instead of choosing long-term goals, many people often set up a medium-term plan specifically, then they will proceed. With medium-term planning they can easily imagine what they will do in the next few years.

The medium-term goal is not necessarily not good, but in the process of implementation, with the goals set out too specific, the details need only be one beat, you can hardly change them to another option.



If you compare the long-term goal and the medium-term goal, it is certainly more difficult to achieve a long-term goal of up to 30 years than a goal of only 5 years, but a long-term orientation will Prevent you from coming to short-sighted choices, and more importantly, it gives you more control over the unpredictable random things that happen.

This is the reason why Bezos and Amazon have been criticized and doubted by public opinion in the past year. We are too concerned about the results that Amazon has done in a quarter but have not seen the results they have achieved in the past decade.

We live in a dynamic and constantly changing world, the only way to make effective decisions in such a world is to avoid static time frames. We must allow a level of flexibility and openness in the way we choose. The future may not be predictable, but that doesn't mean you can't shape the future.

The world is always moving, if you are too rigid in your decisions, you may be out of step. Therefore, the best way to make effective decisions is to avoid static time frames. Try to make your choice flexible and open. Although it is impossible to predict what the future will be, you can influence to change even shape your own future.

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