
AWS
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# Aligning incentives in a misaligned world


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**aligning incentives** in a misaligned world




walkthrough


walkthrough

down-to-earth
**financial advice**
that folks can actually afford



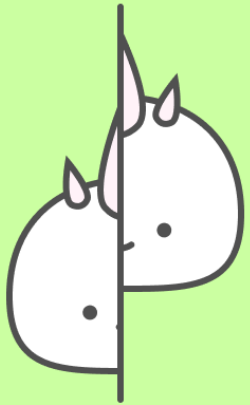
your company and customers should have the same carrots



# people are not products



not being 100% aligned can have surprising results



# we wanted to do things differently



you can only pay us if
you are fully aligned
with our customers



# 1. Who is our customer?

# 2. Who is paying for our product?

3. Are those two the same person? If not, is the payer fully aligned with our customer?

# mitigate unintended consequences



# 1. What is the mission of our product?

# 2. What outcomes show that we are fulfilling our mission?

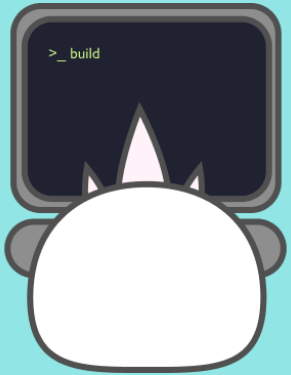
# 3. How do we actually measure those outcomes?

4. How might your customers or employees try to game the system you've created?

# aligned incentives build customer trust



# aligned incentives lead to stronger tech stacks



# aligned incentives motivate your team



# build with alignment to build better companies



# Thank you!

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