



ENTERPRISE SKILLS TRANSFORMATION

AWS Guild Incubator

Leverage gamified team learning to increase cloud skills and solutions

What is Guild Incubator?

AWS Guild Incubator is a 4-month engagement during which we help you run a 12-week team-based training competition that results in real business solutions.

The Incubator format helps make building technical capabilities exciting, as teams compete to learn new skills and use them to generate a winning Innovation Idea.



How it works

To compete, teams are formed of individuals with varying skill sets and roles. This breaks down traditional silos and promotes cross-functional collaboration.

Teams gain reward points by participating in accelerated training activities, utilizing tailored learning pathways, and putting new skills to use. As teams race up the leaderboard, they come up with an Innovation Idea that uses their new skills to help solve a real business challenge.

At the end of the 12-week competition, teams present their Innovation Idea during an end-of-competition celebration event. One team is selected as the winner and awarded the opportunity to bring their solution to life.

Program Benefits



Build and practice new technical skills

Grow pipeline of solutions that solve real business challenges

Increase cross-team collaboration

Create excitement for cloud capabilities and learning

“ The speed of training and the flexibility of AWS Guild Incubator is what moved the needle for Smarsh. ”

Evan Doyle

VP, Global Technology Strategy at Smarsh

AWS Guild Incubator Engagement Outline



Competition Set Up (Month 1)

- Identify learning goals
- Set up roles, responsibilities and tools (AWS Skill Builder)
- Align learners and pathways
- Prepare for launch



Accelerated Learning (Months 2 and 3)

- Launch Incubator competition
- Weekly training activities
- Experiment safely
- Innovation Idea submissions
- Cross-functional collaboration



Apply Innovation (Month 4)

- Refine Innovation Ideas
- Take exams, if applicable
- End-of-competition celebration event
- Leadership review and winner recognition

Innovation Idea Submissions

Teams **THINK BIG** about how their new knowledge can be applied to the business—which we call Innovation Ideas. Each team decides on an Innovation Idea to pursue during the competition. We help them apply Amazon's unique Working Backwards approach to innovation, and they use that knowledge to refine the idea further before final presentation.

For an organization, Innovation Ideas translate directly into opportunities for real projects and improvement. They inspire teams to explore further, fostering innovation from within. We can work with your account team on an optional hack-a-thon to bring the winning idea(s) to life.

<Team Name> Innovation Idea

Our team's idea	Name of idea
How it works	Short summary (150 word max)
What it solves	Short summary (150 word max)

AWS Amazon Web Services, Inc. or its affiliates.

Ready to start competing?

Speak to your AWS Representative or contact est-team@amazon.com to learn more about the Enterprise Skills Transformation team and their offerings like AWS Skills Guild and Guild Incubator.

Learn more at aws.training/guild

