



# Amazon BEN Challenge

## Background

At Amazon, the spirit of innovation is part of our DNA. We strive to hire the brightest minds from universities all around the globe, and we have technical and non-technical career opportunities throughout Amazon for students from all backgrounds. Amazon customers represent a wide array of gender identities, races, ethnicities, abilities, ages, religions, sexual orientations, military status, backgrounds, and political views. We believe it's also critical for Amazon employees to reflect these diverse perspectives, which helps us in our mission to be earth's most customer-centric company.

## The Brief

The Amazon Black Employee Network (BEN) are setting YOU the challenge of creating your vision of how companies can attract and retain a diverse workforce in 2022 and beyond!

Using your creativity and communication skills, collaborating with your teammates and Amazon volunteers to develop a presentation that addresses the following challenges:

1. "What are the top three things that companies can do to attract a more diverse work force"
2. "What can companies do to retain a diverse workforce"
3. "What mistakes do companies make when recruiting and how to overcome them"

You will then have the opportunity to present your ideas to senior leaders at Amazon in person at their offices in London!

## Timeline

Registration is now OPEN! - Register here now to participate in this exclusive challenge! - <https://bit.ly/Amzbenchallenge>. Amazon particularly encourage registration from students who are studying computer science or related disciplines with an interest in graduate roles in technology.

On **9th August** you will have the opportunity to explore what diversity and inclusion means, why it matters and ask questions of a panel of business leaders at Amazon's Black Employee Network You will also be connected with your team for the Amazon Share your Voice Campaign Challenge!

On **11th August** you will work with your team and Amazon volunteer to develop your pitch further and look at how best to creatively present your ideas.

On **16th August** your team will be given the opportunity to attend Amazon's incredible offices in London for an immersive experience where you will explore all of the career opportunities available at Amazon and present your ideas to senior leaders at Amazon who will determine the overall winner!

Let your **creativity** run wild in this fast-paced immersive challenge!