

Zappos Core Values

1. **Deliver WOW through service:** Zappos goes beyond customer expectations to create unforgettable experiences, ensuring a strong emphasis on exceptional service.
2. **Embrace and drive change:** The company encourages adaptability and innovation, welcoming new ideas and reimagining ways to improve.
3. **Create fun and a little weirdness:** Zappos believes in fostering a fun and unique work environment that encourages creativity and individuality, including activities like talent shows and happy hours.
4. **Be adventurous, creative, and open-minded:** Employees are encouraged to take risks and think outside the box, promoting a culture of innovation.
5. **Pursue growth and learning:** Continuous improvement is a core focus, with an emphasis on personal and professional development for all employees.
6. **Build open and honest relationships with communication:** Transparency and trust are crucial, with a strong emphasis on clear and honest communication within the team and with business partners.
7. **Build a positive team and family spirit:** Zappos promotes a sense of community and support, fostering a positive and collaborative team environment.
8. **Do more with less:** Efficiency and resourcefulness are encouraged, promoting smart and sustainable business practices.
9. **Be passionate and determined:** A commitment to excellence drives the company forward, with employees encouraged to be passionate about their work.
10. **Be humble:** Despite their success and recognition, Zappos values humility and respect, ensuring that everyone remains grounded and approachable.

<https://www.zappos.com/c/about>