



STEVE ANDERSON

Author of *The Bezos Letters* | Trusted Authority on Risk, Technology, and Innovation

Key Focus: Deconstructing Jeff Bezos' letters to shareholders, building a practical framework to help businesses grow using the Amazon success formula

Steve Anderson has spent his 35+ year career helping the insurance industry understand, integrate, and leverage current and emerging technologies. From business management systems to social platforms, Steve analyzes what's happening now and explain its implications for the future.

He has spoken in all 50 states, and internationally, and addressed companies like SAFECO, AAA, and Nationwide. He is on the faculty of credentialing organizations teaching thousands of professionals annually and is a writer/contributor to multiple publications.

Steve has a Master's Degree in Insurance Law, and was personally invited to be an original [LinkedIn](#) thought leader/influencer where he now has over 340,000 followers. He also is a Top 20 [Global InsurTech Influencer](#).

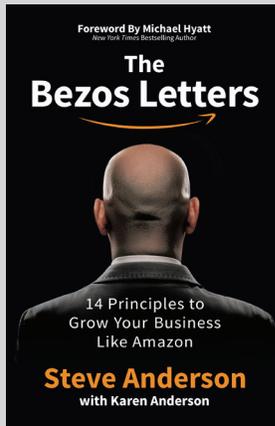
Steve's first book, *The Bezos Letters: 14 Principles to Grow Your Business Like Amazon*, (Morgan James Publishing), will be available in September 2019. In the book, Steve deconstructs Jeff Bezos' 21 years of personal letters to Amazon shareholders through his unique lens of risk, providing readers with a guide on the key takeaways and principles that Bezos leveraged in turning an online bookstore into a trillion-dollar company in just over two decades.

SUGGESTED INTRODUCTION:

Today's guest is Steve Anderson, who has spent over 35 years shaping the insurance industry through a deeper understanding of emerging technologies and how businesses today can best integrate and leverage them. Steve is a sought-after speaker and influencer. He is also the author of the widely-anticipated book *The Bezos Letters*, where he reveals 14 principles for business growth based on the ideas and patterns that emerged when he examined Jeff Bezos' 21 annual letters to Amazon shareholders. Steve is here today to share some of the key insights he discovered.

INTERVIEW TOPICS

- Why Bezos is the “master of risk” and how to know when you're taking too much or not enough
- Why it's crucial that you become a customer-obsessed business and not just customer-focused
- The 3 Customer Experience Pillars and how you can implement them in your own company
- How high-velocity decision-making can catapult growth using Bezos' 2 main types of decisions
- The 4 key growth cycles that every successful company is always intentionally moving through
- Why you'll never think or grow big enough if you're not willing to risk “failure”



When you apply Steve's 14 Growth Principles revealed in The Bezos Letters to your business, you'll have everything you need to grow your business like Amazon.

Michael Hyatt
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