

Cryptograms

CRYPTOGRAM 01

C P C F K R P E K L D T L Z C Q L K P C M A R X
 V K R J C P C F B R C K B P R J R Z V J Z R P L
 R O W N L M M H L U R F W L M L K W C K B P I L
 K L Y L F F E Z A Z C F V C K F C W L L G L Z A
 B L K X C K L E P P L Q T P E P W C F Y R G L Z A .

FREQUENCY

L	C	K	P	R	F	Z	W	A	B	E	M	J	V	G	Q	T	X	Y	D	H	I	N	O	U
18	13	11	11	10	8	7	5	4	4	4	4	3	3	2	2	2	2	2	1	1	1	1	1	1
15%	11%	9%	9%	8%	7%	6%	4%	3%	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%

CIPHER KEY

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	T	U	V	W	X	Y	Z
											E													

– Jeff Bezos

NOTES

CRYPTOGRAM 02

V H L D K D E G F Z T M I E S H S I W D
 R W H R O W T E V E K H L S V H L M I W G V H L
 E D W G H S Z G S I W D H H Q M D H S W H O F
 U W A A K W J H T H A A W D Z G Y E
 F W A Z G Z S Z H G H A D W R L S E S Z H G S I E S
 B W W R T S I W H M G W D I H G W T S .

FREQUENCY

H	W	S	G	D	E	I	Z	A	L	T	M	R	V	F	K	O	B	J	Q	U	Y
18	17	13	10	9	8	7	7	6	5	5	4	4	4	3	3	2	1	1	1	1	1
14%	13%	10%	8%	7%	6%	5%	5%	5%	4%	4%	3%	3%	3%	2%	2%	2%	1%	1%	1%	1%	1%

CIPHER KEY

A	B	D	E	F	G	H	I	J	K	L	M	O	Q	R	S	T	U	V	W	Y	Z
																			E		

– Jeff Bezos

NOTES

Cryptograms

CRYPTOGRAM 03

M Q C N W J U C X F P Y Z B J W J X Z N N Z
 E E E E E E
 P A Z H A P M Y Z N P Z H U I P R R O P T Z J
 E E E E E E
 W U P X N W R V W X F N Q P Z X H V F P X B W X P
 E E E E E E
 Y W J D R Z Y C X V P X N P Y E Y W J P Z Y
 E E E E E E
 W X U W A W U B C H C N N P G E N W X F N Z H C J N
 E E E E E E
 Z A P Y N W G P .

FREQUENCY

P	N	W	Z	X	Y	J	C	H	U	A	F	R	B	V	E	G	M	Q	D	I	O	T
16	13	13	12	11	8	7	6	5	5	4	4	4	3	3	2	2	2	2	1	1	1	1
13%	10%	10%	10%	9%	6%	6%	5%	4%	4%	3%	3%	3%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%

CIPHER KEY

A	B	C	D	E	F	G	H	I	J	M	N	O	P	Q	R	T	U	V	W	X	Y	Z
													E									

– Jeff Bezos

NOTES

CRYPTOGRAM 04

E E E E E
 E S O D S L Z Q M M H D R H R Y X L X H R E S
 E E E E E E
 O D S C I S J X M I S H R A S Z O X I L E D H Z S
 E E E E E
 H I A T S C C M S K H L A D O E X R U Z P S
 E E E E E
 V D Q V X O I A X L Z X R V Z X H R M S Z E S S R
 E P O Z Z H P H I A C O L Z O R A E P O Z Z H
 E E E E E
 D S I S O L S .

FREQUENCY

S	Z	H	O	R	X	D	E	I	L	A	M	C	P	V	Q	J	K	T	U	Y
17	12	11	10	9	9	7	7	7	7	6	5	4	4	3	2	1	1	1	1	1
14%	10%	9%	8%	7%	7%	6%	6%	6%	6%	5%	4%	3%	3%	2%	2%	1%	1%	1%	1%	1%

CIPHER KEY

A	C	D	E	H	I	J	K	L	M	O	P	Q	R	S	T	U	V	X	Y	Z
														E						

– Jeff Bezos

NOTES

Answer Key – Cryptograms

Solve before peeking. Full solutions below.

- 01 IT IS NOT AN EXPERIMENT IF YOU KNOW IT IS GOING TO WORK WROTE OLD JEFF BEZOS DEFENDING THE NECESSARY RISK INSIDE EVERY GENUINE ATTEMPT AT DISCOVERY.
– Jeff Bezos

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- 02 YOUR BRAND IS WHAT OTHER PEOPLE SAY ABOUT YOU WHEN YOU ARE NOT IN THE ROOM WROTE OLD JEFF BEZOS OFFERING A DEFINITION OF REPUTATION THAT KEEPS THE OWNER HONEST.
– Jeff Bezos

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- 03 WHAT IS DANGEROUS IS NOT TO EVOLVE WROTE OLD JEFF BEZOS IDENTIFYING THE ONLY GENUINE RISK FOR ANY ENTERPRISE OR INDIVIDUAL ATTEMPTING TO LAST OVER TIME.
– Jeff Bezos

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- 04 WE ARE STUBBORN ON VISION WE ARE FLEXIBLE ON DETAILS WROTE OLD JEFF BEZOS DRAWING THE CRUCIAL DISTINCTION BETWEEN WHAT TO HOLD FAST AND WHAT TO RELEASE.
– Jeff Bezos