



# AD MEN LEARN FROM THE WAYS OF THE SAMURAI

**IT** was a seemingly normal day at a quiet and remote resort in Melaka, but for 21 corporate warriors from the advertising industry, it was war. They were taken back to ancient Japan in the 1400s, and put into the shoes of brave samurais. Divided into two great armies, the samurais engaged in intense battle. They faced a series of one-on-one contests. The atmosphere was thick with chaos and calamity. The samurais carried their values into the fight, holding onto their honour and integrity in a test to see when they would strengthen and shine, and when they would weaken and crack.

This was the unique experience of the 21 Ad Agency Heads, Seniors and Corporate Leaders who attended The Samurai Game® on the 10th-12th of February 2011 at Philea Resort and Spa, Melaka. When their battle ended, their learnings began.

Indeed, the game was a mirror in which participants could look into to discover their inner greatness.



The seven warriors of McCann Erickson wield their bokkens in the face of 'kiki' meaning 'crisis'

***“The game is a tool for one to get a deeper understanding of ‘who you are’ versus ‘who you think you are.’”***

Lance Giroux, President of Allied Ronin Leadership Training & Consultant and Master Trainer of The Samurai Game®



***“The game is special because it doesn’t question whether someone is doing right or wrong, but instead, gives them an opportunity to reflect for themselves.”***

Shaikh Shahnaz Karim, Director of 95% The Advertising Academy pictured together with Lee Yew Leong and Nicholas George Drew

***“The Samurai Game is a unique leadership experience based on establishing personal principles, integrity and a very special perspective of how you can make decisions from both a personal and professional capacity. It is deep and plays on your mind long after you’ve left the game”***

Tony Savarimuthu, CEO of McCann Worldgroup and Vice-President of 4As Malaysia recommends that all senior staff and key people should go through The Samurai Game



***“To see, hear and feel with my whole being. Sometimes a simple realisation can make a world of difference to you as a person.”***

Huang Ean Hwa, Deputy Chairman and ECD of McCann Erickson shares his learnings

Different people gained different learnings. In fact, for all the times that The Samurai Game® has been conducted since it was first invented in 1977, there has never been two identical games. Lance Giroux gives us his explanation “The learnings would be different for everybody depending on where they are in life.”



***“Everything happens when you slow down to the speed of life.”***

Peter Gan, CEO of GanForHire and Peter Gan & Associates shares his profound discovery about living in the moment

“Once a participant leaves the training room, he may feel an entire spectrum of emotions.” he said. “You might feel love, or anger, or sadness... But instead of denying those feelings, participants should use it as a door and walk through it and ask, ‘what message does this feeling have for me?’”



***“The Samurai Game created a unique perspective of life and my role in it. The experience is a journey in self-awareness.”***

Dean Bramham, CEO of Publicis Malaysia shares his experience of the game

While The Samurai Game® has clearly been a success among the participants, it also marks the beginning of an exciting and new journey for Shahnaz, who is now the first in Malaysia and the 43rd in the world, to be certified as an official facilitator for The Samurai Game®



***“It is an intense program to re-boot your system. Helps you get in touch with yourself and gives a unique perspective to handle situations in life.”***

Ranganathan Somanathan, CEO of Starcom Media Vest Group & Optimedia, Malaysia and President of MSA faces an intense battle with Janet Lee, Director & Trainer of 95% The Advertising Academy

“What made me want to conduct this training for others is because I saw the value that it can create for individuals, regardless of what level he or she is at. The realisations are profound and will gradually unfold over time. For some people, this can be very enriching as they develop a deeper appreciation of life.” Shahnaz adds when asked why he wanted to spread the game as a trainer.

He also adds that unlike most trainings, The Samurai Game® does not involve trainers who guide the participants step-by-step. Instead, the participants take the learnings from themselves.

So what does the future hold now for The Samurai Game®? “We will begin to offer it as a custom-designed training for companies and associations. I hope that it will spread to as many Malaysians and other people around the world. I believe in the cause, and I believe in the training. It will definitely create a lot of value for everyone.” Shahnaz said.



***One meeting, one chance***

Tony Savarimuthu stand alongside with Janet, Dean, Andrew and Shahnaz next to the kanji words ‘*ichigo ichie*’ meaning ‘one meeting, one chance.’



***“We are called facilitators because that’s what we do.”***

Shahnaz shares that during the game, the facilitator plays the role of the ‘Fate of War’, dictating how the game would go



***Putting samurais into the ad industry***

Andrew Lee, Szu Lee, Peter, and Tony were among the industry’s leaders to play the game

**BRING FORTH THE WARRIORS IN YOUR ORGANISATION**  
 If you’d like to find out more about The Samurai Game and how it can benefit your organisation, please contact [shahnaz@95percent.com.my](mailto:shahnaz@95percent.com.my)



**21 WARRIORS AND THEIR MASTER** From back (left to right) Lance Giroux, Huang Ean Hwa, Jules Tan, Andrew Pinto, Roy Tan, Angeline Tung, Lim Loong Kong, Dean Anthony Bramham, Ramesh Samdrasinghi, Nicholas George Drew, Navinder Murugiah, Lee Yew Leong, Janet Lee, Andrew Lee and Peter Gan. Front (left to right) Ranganathan Somanathan, Benjamin Chew, Lee Szu Hung, Agnes Gan, Ong Wai Beng, Yap Bee Khim, Shahnaz Karim, and Tony Savarimuthu