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THE
SAMURAI
GAME®

95%

Bring out the heroes
in your organisation.

The Samurai Game®

A 2-day programme
for corporate warriors.



Introducing The Samurai Game®

An intense teambuilding journey that brings out the hero in your people.



Imagine every person in your organisation going the extra mile for each other, the organisation and themselves.

Imagine they are so grounded and rooted in their values that no matter how the world changes on them, they are able to stay true to themselves while stepping up to new challenges and in doing so create new paths for themselves and light the way for those around them.

Where do we find these people? Just look around you. They are already here.

You see, everyone has this potential in them. It's just that this greatness has been slowly buried under the perpetual rush and routine of our lives.

What, then, can we do to break out of this and see ourselves and our teammates through fresh eyes, to have a renewed sense of team and self?

We bring you The Samurai Game®. Invented by human-potential movement pioneer and aikido master George Leonard in 1977, The Samurai Game® is a journey like no other.

Created to impart lessons in leadership and teamwork that are deeply rooted in a strong ethical code, this Game has touched hundreds of thousands around the globe, bringing out heroes in organisations like AT&T, Nokia, AIESEC International, the United Nations Secretariat, the US Army, Roche Corporation, Walt Disney Corporation Mexico, Alcatel-Lucent, and many, many more.

In 2010, Shaikh Shahnaz Karim became the first Malaysian to be a certified facilitator of The Samurai Game®. The Game has since been conducted for TIME dotCom Berhad, FJ Benjamin, the Association of Accredited Advertising Agents, Institut Latihan Sabah and Lowe Indonesia, to extremely positive feedback.

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

Ranganathan Somanathan,
CEO of Starcom Media Vest Group &
Optimedia, Malaysia and President of MSA



IF YOU PRACTICE DAY AND NIGHT IN THE SCHOOL OF STRATEGY, YOUR SPIRIT WILL NATURALLY BROADEN... THIS IS THE WAY FOR THOSE WHO WANT TO LEARN

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1. DO NOT THINK DISHONESTLY

2. THE WAY IS IN THE TRAINING



3. BECOME ACQUAINTED WITH EVERY ART

4. KNOW THE WAYS OF ALL PROFESSIONS



5. DISTINGUISH BETWEEN GAIN & LOSS IN WORLDLY MATTERS

6. DEVELOP INTUITIVE JUDGEMENT AND UNDERSTANDING

FOR EVERYTHING



7. PERCEIVE THOSE THINGS WHICH CANNOT BE SEEN

8. PAY ATTENTION! EVEN TO TRIFLES



9. DO NO THING WHICH IS OF NO USE

IT IS IMPORTANT TO START BY SETTING THESE BROAD PRINCIPLES IN YOUR HEART.."

MIYAMOTO MUYASHI (1784-1843)
"A BOOK OF FIVE RINGS"

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The Samurai Game® takes participants back to an ancient time, where the rules as they know it no longer exist. In this strange time and place, they have to battle - for their lives and the lives of their comrades. How will they show up away from the comfort and certainty of all they know, when everything is on the line?

More often than not, they will surprise themselves, and each other, with their own heroics. They will be surprised at the reserves of strength and determination that they have to do tasks that they would have thought impossible. Heroes, often unexpected ones, will be uncovered and be celebrated. Everyone comes away with new discoveries about themselves, each other and their ability to rise up to the occasion as leaders and as a team. Discoveries that will echo in their lives long after the game ends.

Are you ready to unleash the hero that lies in each of your employees? See below for how you can bring The Samurai Game® to your people.

"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 President of 4As Malaysia.



"The most significant realisation that I'm taking away is knowing the power of our team members in facing unknowns and ability to go beyond their limits when they are focused"

**Hooi Soon Wai,
COO/ CFO, FJ Benjamin**

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

**Dean Bramham,
Regional CEO of Publicis Asia**

The Samurai Game® for Leaders

For the individual, the intense environment created by The Samurai Game® will push them to their limits, requiring them to make tough decisions quickly amidst turbulence and uncertainty. Will they respond with warrior-like resourcefulness? To what degree? Participants will find that they have the inner strength to stand steady in the face of crisis and the courage to walk into the unknown.

To give individuals and small groups the opportunity to experience The Samurai Game®, 95% periodically offers The Samurai Game® as a public programme. Details of the next session of The Samurai Game® are as follows:

Date : **13th - 14th December 2012**
 Venue : **TBA**

Fees	Early Bird by 9 Nov	From 10 Nov onwards
Individual	RM2,200	RM2,600
Groups of 3 pax or more	RM2,000	RM2,400

For registration, contact Sharon at **012 3100 343** (sharongomez@95percent.com.my) or Yong Jue at **03 2095 2995** (yongjue@95percent.com.my)

The Samurai Game® for Teams

When run for companies or teams, The Samurai Game® also serves to strengthen team spirit as well as cultivate leadership in each individual. After all, comrades who have given their all to each other in battle will forge bonds that last beyond the game.

If you have a team of between 20-80 pax, you can arrange to run The Samurai Game® for your team. Call Sharon at **012 3100 343** or email her at: sharongomez@95percent.com.my for more information on how to embark on this extraordinary journey to greatness together.



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Shaikh Shahnaz
Certified Trainer of The Samurai Game®

Shahnaz started his career in IT before getting involved in training and coaching. Following his active involvement in teenage camps and experiential corporate trainings, including a stint as Motivational Trainer for the Cyberfolks Training Camp, Shahnaz's passion to empower people led to his full time involvement in the pioneering of the Character Building module of Malaysia's Program Latihan Khidmat Negara.

He recruited and managed 120 facilitators for the Training of 1,250 Trainers throughout Malaysia, which he coordinated and trained. During the inaugural training in 2004, Shahnaz was Head of Quality Control in University Malaysia, one of the largest training centres, supervising over 100 trainers and 5,000 trainees.

In 2011, Shahnaz became the first Malaysian and the 43rd in the world, to be certified as an official facilitator for The Samurai Game®, an intense challenge of self mastery created by George Leonard, a pioneer in the field of human potential.

Shahnaz was a Director at 95% until 2011, when he set out to set up The Ripple Effect. He continues to conduct trainings for 95% where he specialises in custom-designing Personal Growth, Communication & Interpersonal Skills training programmes for companies. He has trained in Malaysia as well as Indonesia, for companies like Auto Bavaria, Sushi Kin, Saujana Consolidated Berhad, Resorts World Berhad, Aplaus TheLifestyle, Naga DDB, TBWA-ISC, Kenanga Investment Bank Berhad, INSAN, INTAN, Jabatan Hal Ehwal Wanita and University Malaya Specialist Centre.

The Samurai Game 13th - 14th December 2012

Registration Form

To register please download form, print and fax the completed form to 03 - 2095 3995.

Company Details

Company _____

Address _____

Contact Person _____

E-mail _____

H/P _____

Fax _____

Authorised Signature _____

Payment Details

Training Fee (SBL Claimable)

Cheque Cash

Name of Bank _____

Cheque No. _____

Amount (RM) _____

Please prepare a cheque payable to:
Ninety Five Percent Sdn. Bhd.
95% The Advertising Academy,
Suite 2.02, 1, Jalan Medan Setia 1,
Bukit Damansara, 50490 Kuala Lumpur.

Tel : 03-2095 2995 / 012 3100343 (Sharon)

Fax : 03-2095 3995

E-mail : sharongomez@95percent.com.my

Participants' Details

(Please photocopy for extra participants)

Name _____

Position _____

H/P _____

E-mail _____

Name _____

Position _____

H/P _____

E-mail _____

Name _____

Position _____

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