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## SAMURAI

### THE ART OF LEADING BY SERVING

In 2014 a Japanese company asked Enric Lladó to identify the most important skills their executives should possess in order to take on the challenges of the future. Fruit of this commission, Enric created the Samurai leadership model.

Since then, thousands of executives from numerous companies have been able to improve their leadership skills and business results after being trained in the four arts of this model.

This book makes this knowledge available to everyone. It is addressed to those who aspire to make a difference generating positive changes around them.

Through these pages the author will approach us to the ancestral wisdom of the legendary samurai warriors and will reconnect us with the true source of our personal power.

We will discover that the word "samurai" means "the one who serves", that true leadership arises from within and that we can all tread this path because those who lead are really those who are able to serve.



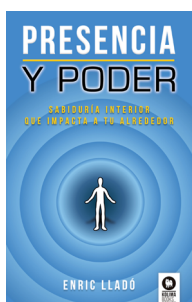
## Enric Lladó Micheli

Enric Lladó is an expert consultant in Communication Pragmatics devoted to develop the communication potential of people, teams and organisations.

He is the author of eight books, among which we find the successful *Tocar con palabras*, *Presencia y poder*, *Mejor sin objetivos* and *El libro del cambio*, all published by Editorial Kolima.

**"A leadership model based on four Japanese arts of samurai"**

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### ¿POR QUÉ COMPRAR ESTE LIBRO?

- Enric Lladó is a successful lecturer and trainer of very prominent companies
- Each of his videos reaches more than one million views on YouTube
- Samurai is a very useful work tool powerful to lead in organizations