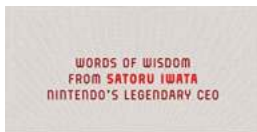


# Words Of Wisdom From Satoru Iwata, the Legendary CEO of Nintendo

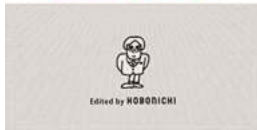


When it comes to the world of video games, few names are as iconic as Nintendo. The Japanese gaming company has carved its own path, revolutionizing the industry with innovative consoles and beloved characters. At the helm of this legendary company stood Satoru Iwata, a visionary leader whose wisdom and passion paved the way for Nintendo's success.

From his humble beginnings as a programmer to becoming the CEO of Nintendo, Iwata's journey was one of determination and creativity. Throughout his career, he shared several pearls of wisdom that continue to inspire and resonate with both gamers and entrepreneurs alike. Let's delve into some of his most memorable quotes:



# ASK IWATA



## Ask Iwata: Words of Wisdom from Satoru Iwata, Nintendo's Legendary CEO by Satoru Iwata (Kindle Edition)

★★★★☆ 4.8 out of 5

Language : English  
File size : 3250 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 139 pages  
Screen Reader : Supported



### 1. "On my business card, I am a corporate president. In my mind, I am a game developer. But in my heart, I am a gamer."

Iwata's love for gaming was evident throughout his life. Despite holding significant leadership roles within Nintendo, he never lost touch with the essence of what made the company so remarkable – the games themselves. This quote reminds us that staying true to our passions is essential, regardless of our professional titles.

### 2. "Video games are meant to be just one thing. Fun. Fun for everyone!"

Iwata firmly believed in the power of fun. He understood that video games had the potential to bring joy to people of all ages and backgrounds. Nintendo's approach to game development focused on creating experiences that were accessible and enjoyable for everyone, fostering a sense of inclusivity and community.

### **3. "On my business card, I'm the president of a company. In my mind, I'm a game developer. But in my heart, I'm a gamer."**

Similar to his earlier quote, Iwata reinforced the idea that he never lost sight of his love for gaming. Despite his many responsibilities as the CEO, he always maintained his perspective as someone who shared the same passion as the players. This connection to the gaming community allowed him to make decisions that were in the best interest of both the company and its fans.

### **4. "Above all, video games are meant to be just one thing: fun. Fun for everyone."**

Fun was the foundation upon which Nintendo built its success, and Iwata understood this better than anyone. He recognized the importance of creating immersive and entertaining experiences that would captivate players and leave a lasting impact. This dedication to fun cemented Nintendo's reputation as a pioneer in the gaming industry.

### **5. "On my business card, I am a corporate president. In my mind, I am a game developer. But in my heart, I am a gamer."**

Once again, Iwata emphasized his deep-rooted connection to gaming. His unwavering love for games served as a driving force behind his leadership style and decision-making process. This sentiment echoed throughout the company, shaping Nintendo's commitment to delivering memorable and enjoyable gaming experiences.

### **6. "We do not run from risks. We embrace them."**

Iwata acknowledged the inherent risks that come with innovation and creativity. He understood that in order to push the boundaries of gaming, Nintendo had to embrace those risks rather than shy away from them. This mindset led to the

development of groundbreaking consoles such as the Nintendo Wii and the Nintendo Switch, which rewrote the rulebook of interactive entertainment.

## 7. "On my business card, I am a corporate president. In my mind, I am a game developer. But in my heart, I am a gamer."

Yet again, Iwata reiterated his deep love for gaming. This mantra was a reflection of his unwavering dedication to the medium and his relentless pursuit of excellence. It served as a reminder that leadership does not have to compromise one's personal passions, but rather, enhance them.

Satoru Iwata's legacy as the CEO of Nintendo extends far beyond the success of the company. His words of wisdom continue to inspire and motivate individuals around the world, reminding us to stay true to our passions and strive for greatness. Through his leadership, Nintendo became a beacon of innovation, creativity, and, most importantly, fun.

So, let us take a moment to remember Satoru Iwata, the legendary CEO who brought joy to millions of gamers and forever changed the landscape of video games.



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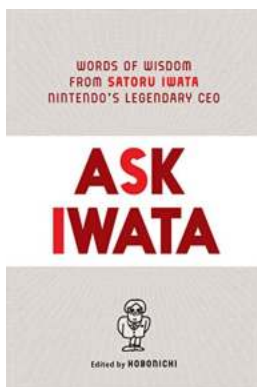
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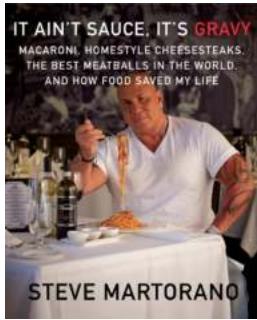
Satoru Iwata was the global president and CEO of Nintendo and a gifted programmer who played a key role in the creation of many of the world’s best-known games. He led the production of innovative platforms such as the Nintendo DS and the Wii, and laid the groundwork for the development of the wildly successful Pokémon Go game and the Nintendo Switch. Known for his analytical and imaginative mind, but even more for his humility and people-first approach to leadership, Satoru Iwata was beloved by game fans and developers worldwide.

In this motivational collection, Satoru Iwata addresses diverse subjects such as locating bottlenecks, how success breeds resistance to change, and why programmers should never say no. Drawn from the “Iwata Asks” series of interviews with key contributors to Nintendo games and hardware, and featuring conversations with renowned Mario franchise creator Shigeru Miyamoto and creator of EarthBound Shigesato Itoi, Ask Iwata offers game fans and business leaders an insight into the leadership, development, and design philosophies of one of the most beloved figures in gaming history.



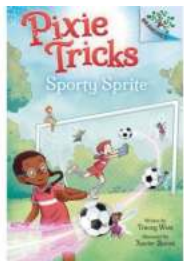
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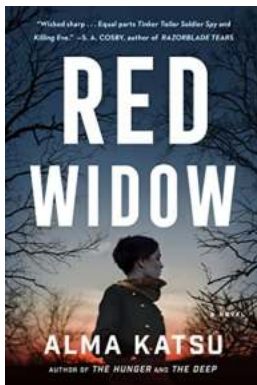
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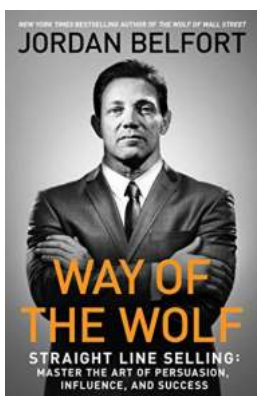
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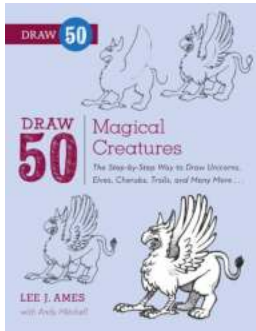
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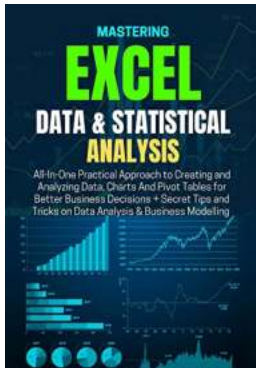
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