



FINAL FANTASY: A Challenger Once Again

FINAL FANTASY XV Director **Hajime Tabata**

SQUARE ENIX Business
Division 2

Introduction

A man with dark hair, wearing a grey zip-up hoodie over a white t-shirt, is speaking into a black microphone. He is holding a small yellow and black device in his left hand. A speech bubble above him contains the text "I am just a challenger". The background is dark with a blue light strip at the bottom.

I am just a
challenger

The Success Story of FINAL FANTASY XV

The Lessons Learned

1 Target

2 Team

3 Result

1 Target

“This Was Our Last Chance”

THE FATHER OF FINAL FANTASY

Hironobu Sakaguchi

1 Target

5 Under
Million
Reality



1 Target

5 Under
Million
Reality



6 Minimum
Million
Target

1 Target



1 Target



Mt. Kitadake 3193m



Mt. Fuji 3776m



Mt. Denali (McKinley) 6190m

The above mountain sizes are not proportionally correct.



CRISIS CORE -FINAL FANTASY VII-



1 Target

- No knowledge
- No equipment
- No skills



Set a goal.



1 Target

Business Division

2

SQUARE ENIX

1 Target

Define A Clear Goal

Colleagues Become Allies

2 Team

Our team concept

Mass of Mastery

2 Team



2 Team

Our team concept

Mass of Mastery

2 Team



2 Team



2 Team

The Solution

2 Team

Family Day



2 Team

Family Day



2 Team



3 Result

3 Result

An Unexpected Complication

3 Result

Early Copies

&

Spoilers

3 Result

Early Copies

&

Spoilers

3 Result

Turn Crises Into Opportunities

3 Result



— **6** Now
Million Over



In Closing...



New Adventures New Targets

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THANK YOU



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