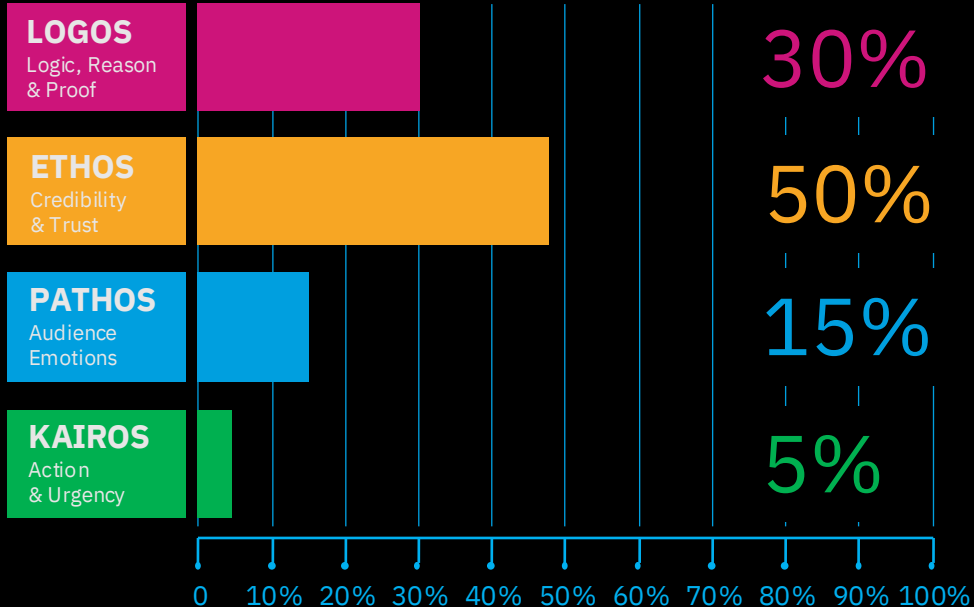


DAME JANE GOODALL

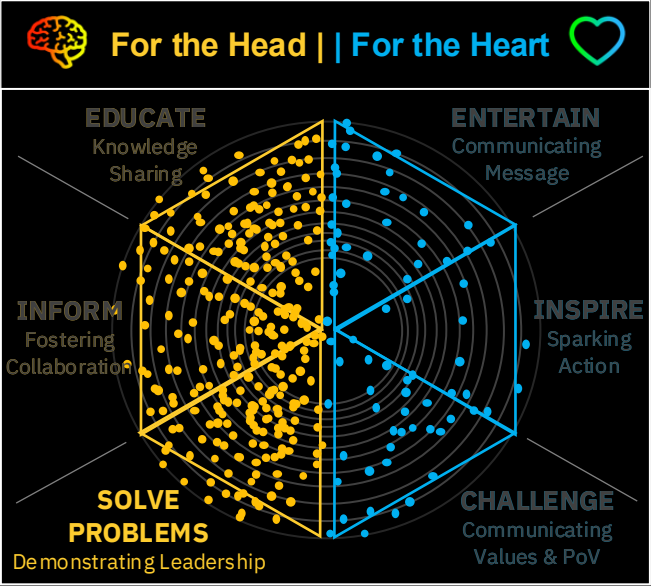


WEF DAVOS (MAY 2019) • 56:32 • 87 WPM



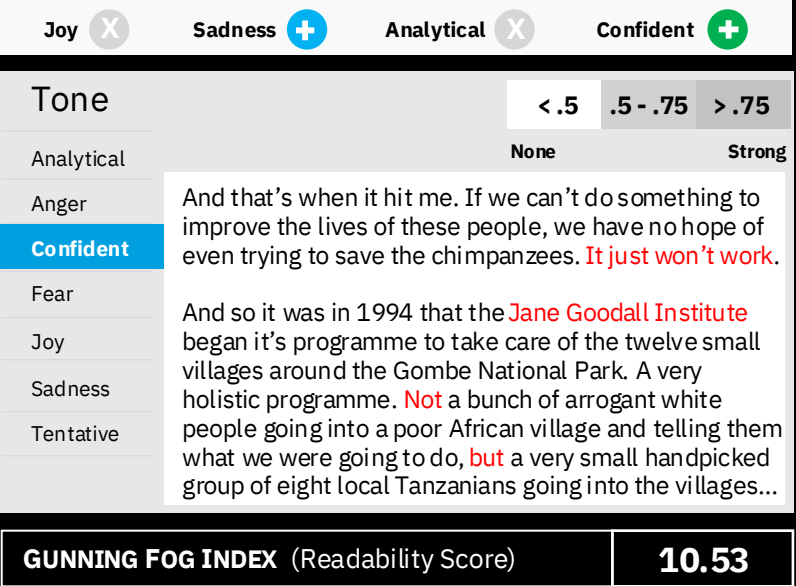
NARRATIVE STYLE

Demonstrating Leadership



Personality Insights

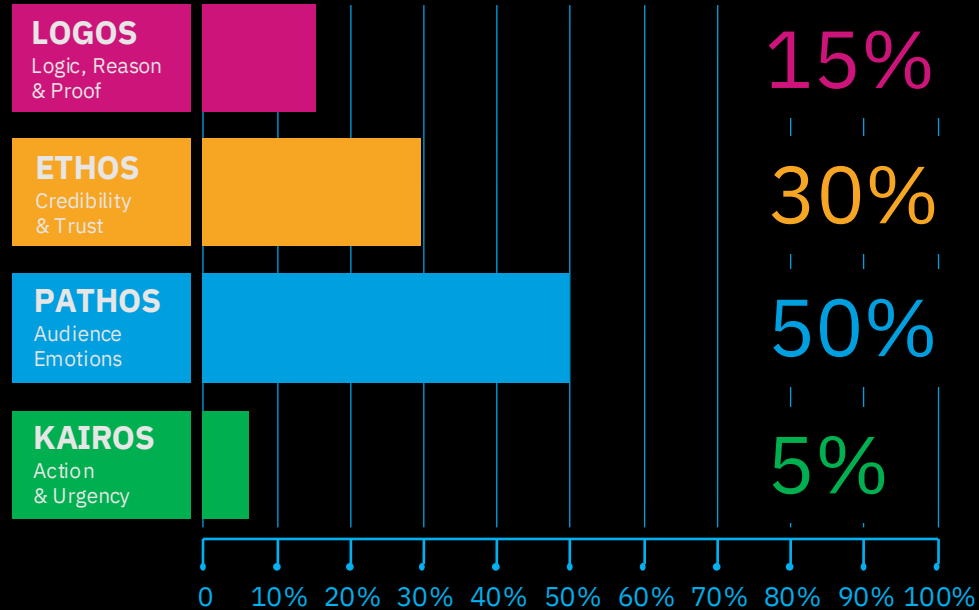
- **AUTHORITY-CHALLENGING** 99%
- **ADVENTUROUSNESS** 100%
- **TRUST** 99%
- **OPENNESS TO CHANGE** 79%
- **IMAGINATION** 41%
- **CURIOSITY** 31%
- **LOVE** 22%
- **CHALLENGE** 92%
- **ANXIETY** 41%



DAME JANE GOODALL

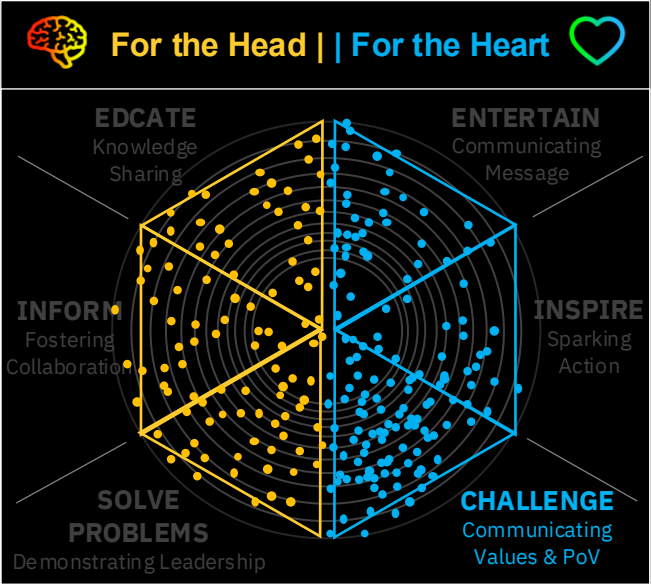


BOZEMAN LECTURE (APRIL 2008) • 25:38 • 93 WPM



NARRATIVE STYLE

Communicating Values



Personality Insights

- **AUTHORITY-CHALLENGING** 25%
- **ADVENTUROUSNESS** 92%
- **TRUST** 100%
- **OPENNESS TO CHANGE** 85%
- **IMAGINATION** 89%
- **CURIOSITY** 37%
- **LOVE** 89%
- **CHALLENGE** 63%
- **ANXIETY** 73%

Joy X Sadness + Analytical + Confident X

Tone

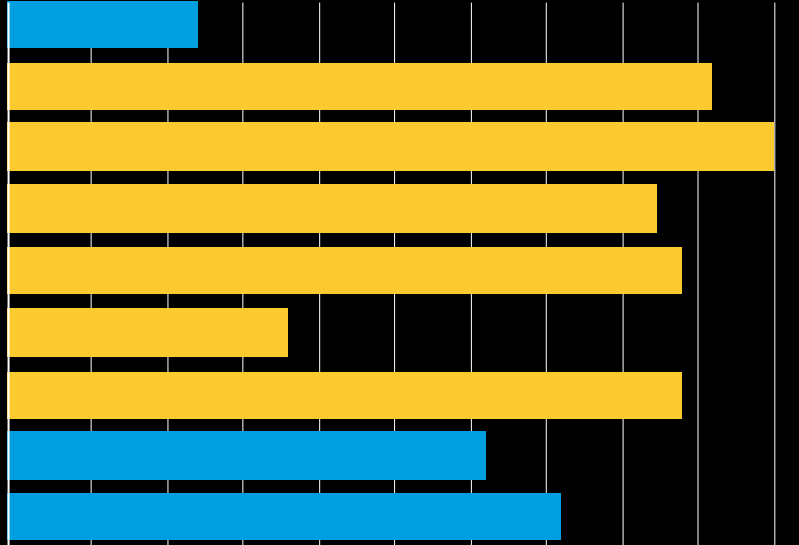
< .5 .5 - .75 > .75

None Strong

Tone	Text
Analytical	
Anger	
Confident	
Fear	
Joy	
Sadness	A lot of people ask me why I stopped studying the Chimpanzees, when that was my childhood dream and I loved being in the forest better than anything else.
Tentative	

And the reason was in 1986 I realised that chimpanzees were becoming **extinct**, forests were going when populations were growing, and there were **so many problems** in Africa, that **I couldn't even really try to make a difference if I stayed in the forests**. So I came out. And I began traveling and talking about the problems facing our planet.

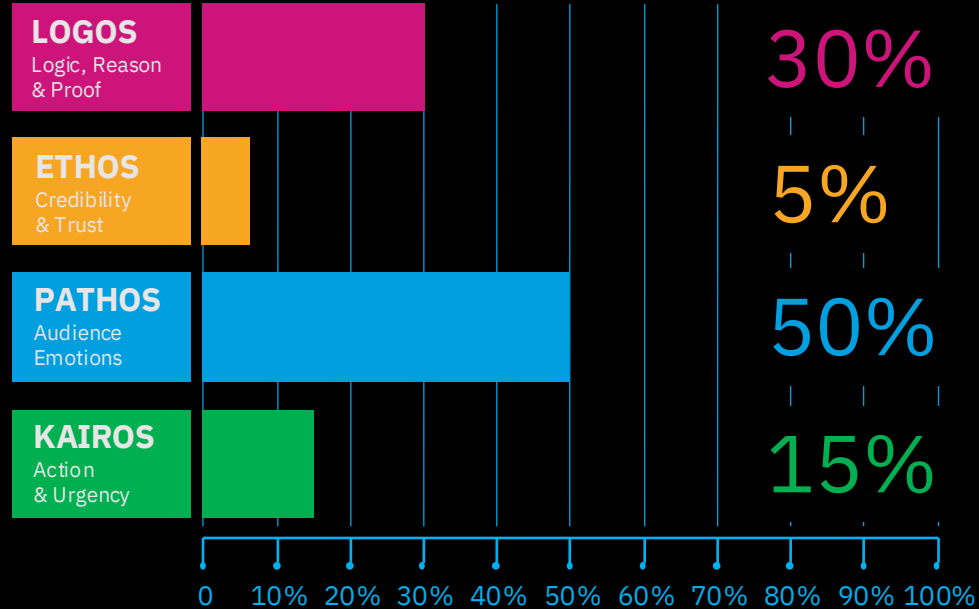
GUNNING FOG INDEX (Readability Score) 8.47



DAME JANE GOODALL

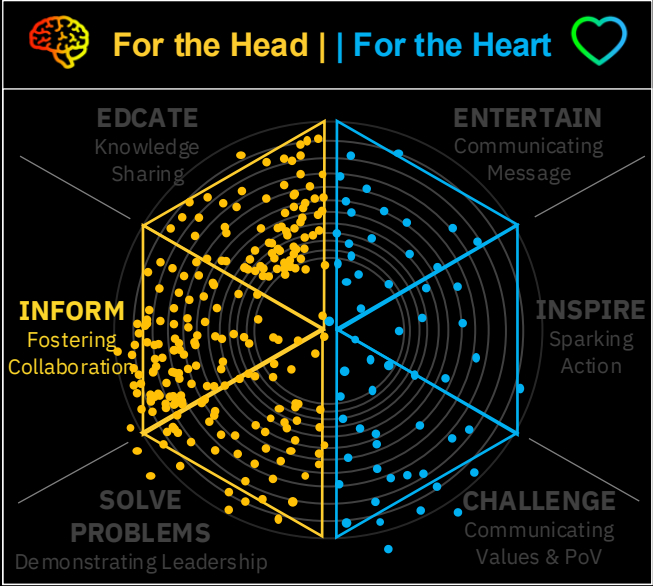


WEF DAVOS INSIGHTS (MAY 2019) • 45:18 • 88 WPM



NARRATIVE STYLE

Fostering Collaboration



Personality Insights

- **AUTHORITY-CHALLENGING** 34%
- **ADVENTUROUSNESS** 100%
- **TRUST** 99%
- **OPENNESS TO CHANGE** 99%
- **IMAGINATION** 76%
- **CURIOSITY** 46%
- **LOVE** 56%
- **CHALLENGE** 69%
- **ANXIETY** 6%

Joy +Sadness XAnalytical +Confident X

Tone

< .5 .5 - .75 > .75

None Strong

Analytical

Anger

Confident

Fear

Joy

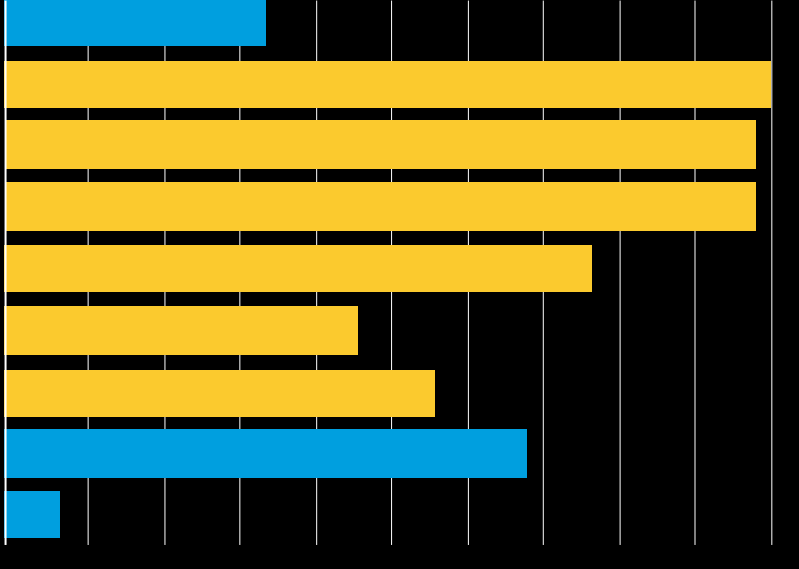
Sadness

Tentative

So often I see activists and they come face to face with a **CEO** and they immediately become very aggressive. *Do you realise what you are doing to the planet? Do you realise what you are doing to my future?*. And so the person who they're attacking is immediately defensive. They're immediately thinking *How can I respond and deal with this person?* And so I've learned over the years, it's no good trying to get to their brain, because they're on their path (and it may be a destructive path) and their brain is wired for (financial) success. What you have to do is to get to their heart.

GUNNING FOG INDEX (Readability Score)

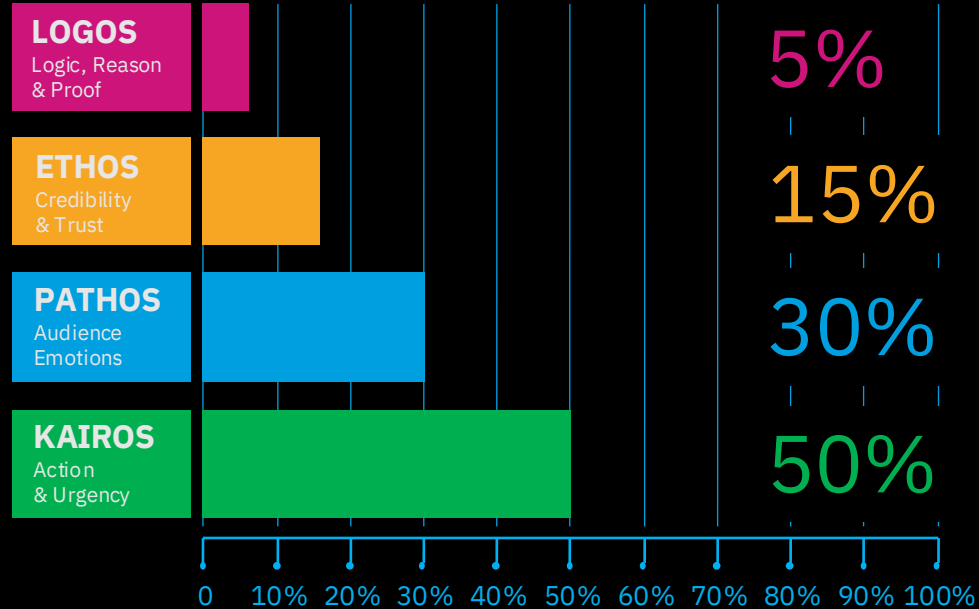
10.47



DAME JANE GOODALL

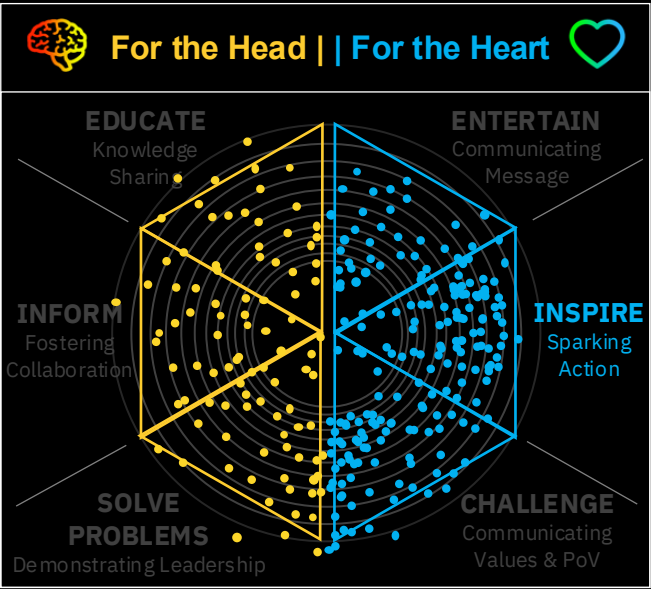


R&S ACTIVISM @ TED (MAY 2020) • 25:14 • 105 WPM



NARRATIVE STYLE

Spark Action

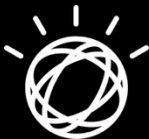


Personality Insights

- AUTHORITY-CHALLENGING 99%
- ADVENTUROUSNESS 58%
- TRUST 95%
- OPENNESS TO CHANGE 99%
- IMAGINATION 85%
- CURIOSITY 35%
- LOVE 8%
- CHALLENGE 100%
- ANXIETY 23%



COMMUNICATION ANALYSIS TOOL



Joy + Sadness + Analytical X Confident X

Tone

	< .5	.5 - .75	> .75
Analytical	None		Strong
Anger			
Confident			
Fear			
Joy			
Sadness			
Tentative			

What worries me most is how to get enough people, people understand but they're not taking **action**, how do you get enough people to take **action**?

My greatest hope is that all these young people, I mean in China, people will come up to me and say, "Well of course I care about the environment, I was in **Roots and Shoots** in primary school". And you know, we have **Roots and Shoots** just hanging on to the values, and so they're so enthusiastic once they know the problems, and they're empowered to take **action**.

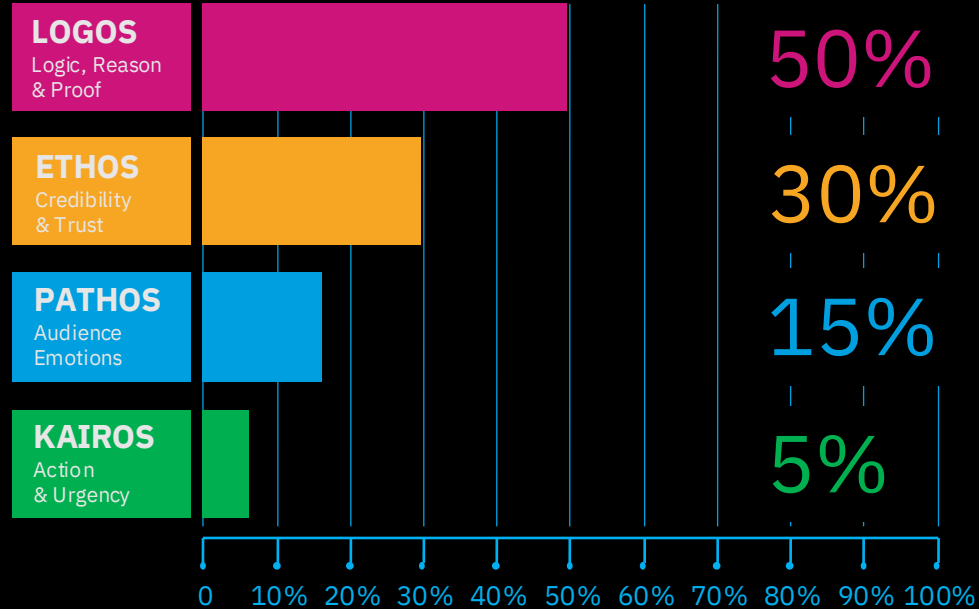
GUNNING FOG INDEX (Readability Score)

9.59

DAME JANE GOODALL

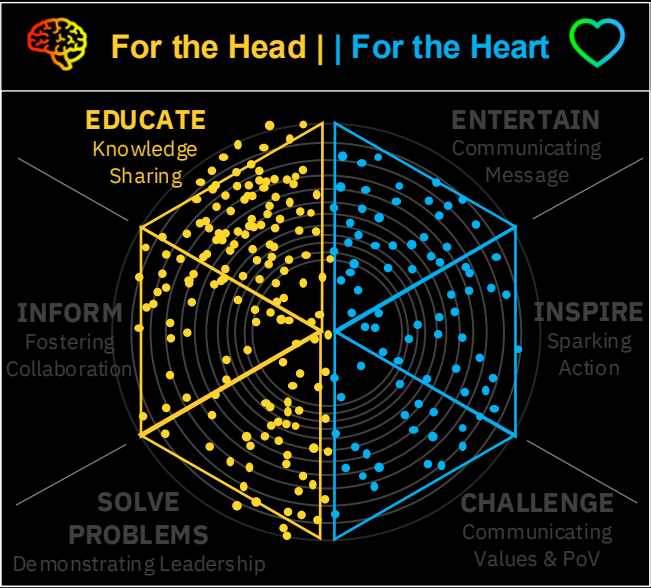


TANZANIA SCHOOLS WORK (2017) • 31:26 • 86 WPM



NARRATIVE STYLE

Knowledge Sharing



Personality Insights

- AUTHORITY-CHALLENGING 19%
- ADVENTUROUSNESS 46%
- TRUST 98%
- OPENNESS TO CHANGE 64%
- IMAGINATION 95%
- CURIOSITY 77%
- LOVE 18%
- CHALLENGE 73%
- ANXIETY 7%

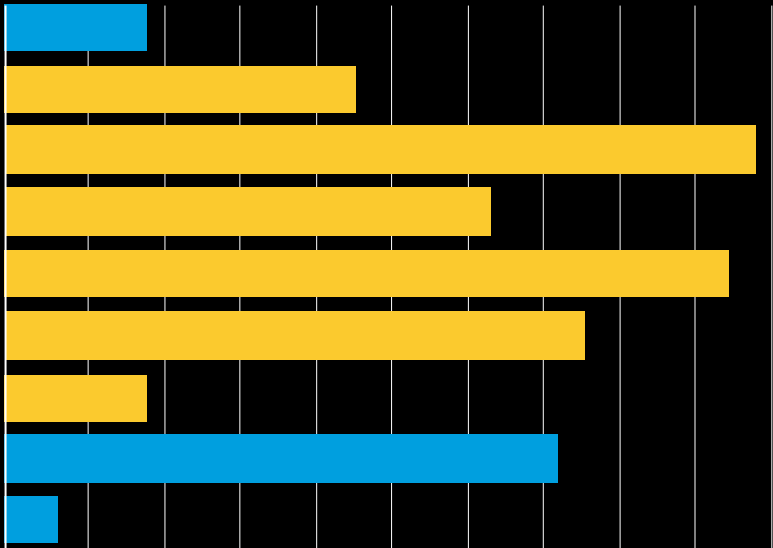
IBM
COMMUNICATION ANALYSIS TOOL

Joy + Sadness X Analytical + Confident X

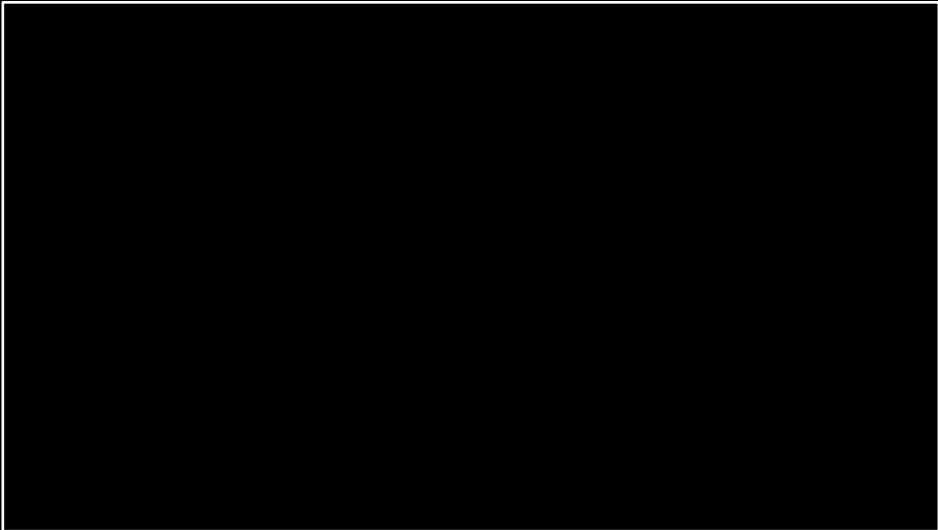
Tone

	< .5	.5 - .75	> .75
Analytical	None	Strong	
Anger	We are continuing our research at Gombe. It's the longest running study of any non-human animal and we're using some exciting new technology to learn more about chimpanzee ranging patterns and the state of the forest. And this helps to inform decision makers, on action that needs to be taken to protect chimpanzees, their habitats, and the other creatures that live there.		
Confident			
Fear			
Joy			
Sadness			
Tentative	I flew in a small plane over Gombe National Park and I was absolutely horrified. So quickly it seemed that the		

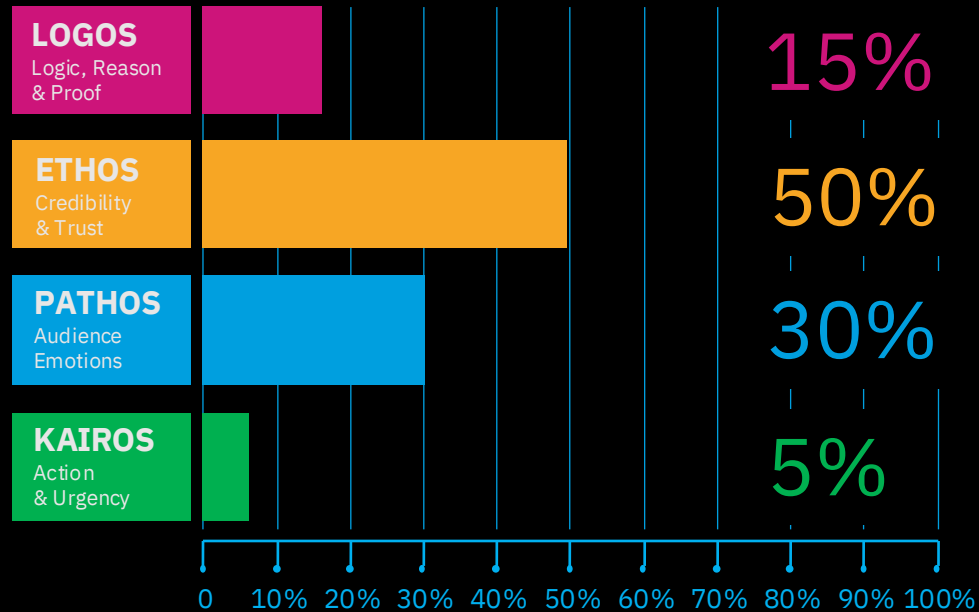
GUNNING FOG INDEX (Readability Score)	11.21
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DAME JANE GOODALL

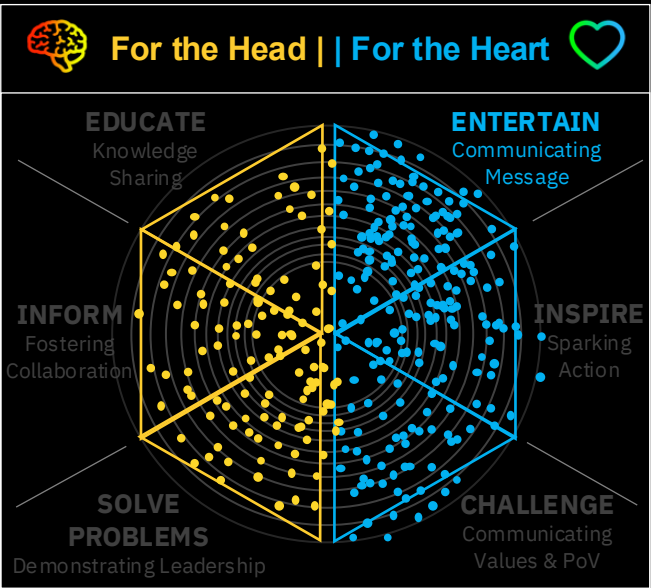


NAT GEO "THE HOPE" (2020) • 88:00 • 84 WPM



NARRATIVE STYLE

Communicating Your Message



Personality Insights

- **AUTHORITY-CHALLENGING** 34%
- **ADVENTUROUSNESS** 91%
- **TRUST** 99%
- **OPENNESS TO CHANGE** 29%
- **IMAGINATION** 87%
- **CURIOUSITY** 80%
- **LOVE** 48%
- **CHALLENGE** 84%
- **ANXIETY** 39%

Joy + **Sadness** X **Analytical** X **Confident** +

Tone

< .5 .5 - .75 > .75

None Strong

Analytical

Anger

Confident

Fear

Joy

Sadness

Tentative

There's so much **love** showered on to me, that at a certain point I thought, "*This is going to help me do what I do.*" To **change** the lives of so many people over the years, the picture has become bigger and bigger. She goes for the kind of **change** the world is **hungry** for.

"What's Jane Goodall doing working with an oil company?"

"Well that's what you do if you want to make change, you work with the bad guys".

GUNNING FOG INDEX (Readability Score) **9.15**

