

Client: Build it

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Description: James Porter Presentation

Job: 12439

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SEE	HEAR: V/O: James
SURVIVAL	<p>Of all the remarkable stories of survival, one of the most poignant and fascinating must be that of the Emperor Penguin...</p> <p>Leaving the comfort of the sea every year, these agile, strong birds embark on an incredibly arduous journey, enduring the worst weather conditions on earth, in their quest to breed...</p> <p>Containing 90% of the world's ice, the Antarctic is the driest, coldest and windiest continent on Earth, occupying an area the size of the USA...</p> <p>And yet it is in this extreme environment that the Emperor Penguin, defying all odds, mates and rears its young...</p> <p>This feat of survival is no accident though; it takes enormous determination, planning, stamina, co-operation and endurance...</p> <p>And each one of us can take invaluable life lessons from their story...</p>
TOGETHER COOPERATION ACTING WITH ONE PURPOSE	<p>Amazingly, the Emperor Penguin seems to inherently understand that, if their species is to survive, they must act in unison, with singularity of purpose...</p> <p>And take this act of group cooperation to its absolute extreme...</p> <p>But in so doing, ensure the success of future generations...</p> <p>This behaviour begins at the outset of their vast trek into the freezing wilderness...</p>
PREPARATION	<p>They wait until the entire group have arrived before setting off...</p>

<p>CHALLENGE</p>	<p>And then walk, or slide on their bellies when their feet get tired...</p>
<p>Show penguin pushing fellow traveller</p>	<p>For almost 160 miles to their breeding ground - a desolate sea of ice, one mile thick and surrounded by high ice cliffs - which provide some protection from the elements...</p>
<p>CARE</p>	<p>On their journey, there are many obstacles to overcome...and they must help each other if they are to make it...</p>
<p>TIME – NONE TO WASTE</p>	<p>For the single straggler though, who for some reason has arrived late and missed the group, his chances of survival are negligible...he cannot survive on his own...</p> <p>By some inimitable law of nature, the penguins all arrive at the breeding ground at the same time...</p> <p>And immediately set about choosing a mate...</p>
<p>SELECTION</p>	<p>They will choose carefully, because, for the next 9 months they will be locked together in a powerful bond, which will see their stamina and teamwork tested to the limit...</p>
<p>TEAMWORK</p>	<p>With the arrival of the first winter storm, the group huddle together against the cold, almost as a single living entity - their sole purpose - to survive the freezing conditions...</p>
<p>SINGLE GOAL</p>	<p>Soon there will be no light at all, as the land is gripped by the icy endless night...</p> <p>Somewhere in early June the egg will arrive...and will be instantly hidden from the extreme cold, for it could not survive more than a moment's exposure...</p> <p>The mother is now weak and must return to the sea to feed if she is to survive...</p> <p>She will have to entrust the egg to the father for safekeeping...</p>
<p>WORKING TOGETHER</p> <p>TRAINING</p> <p>PATIENCE</p> <p>PREPARATION</p> <p>SINGLE PURPOSE - FOCUS</p>	<p>The couples rehearse the egg transfer steps with unending patience...</p> <p>The father shields the egg from the cold by resting it on a patch of naked skin on his lower abdomen, and covering it with a flap of skin...</p>

	<p>Eggs are often lost by eager young couples who are inexperienced and rush...</p>
DETERMINATION	<p>The ice claims the young life inside as the egg cracks on the freezing ground, and the parents, with no further reason to remain together, head back to the sea...</p> <p>Male Emperor Penguins endure a 120-day ordeal, courting, mating and incubating an egg without eating a single meal...</p> <p>As the mothers leave for the sea, the weather becomes even colder...</p> <p>And the fathers are left to face the most violent and deadly winters on earth...</p>
ENDURANCE	
TEAMWORK	<p>Acting as one, they huddle together facing freezing winds of minus 60 degrees Celsius, and blizzards of up to 120 kilometres per hour...</p>
PATIENCE	
	<p>This huddling behaviour cuts heat loss by 50% - without it, the penguins would not be able to endure the combined fasting, bitter cold, wind chill and hurricane force winds...</p>
COOPERATION	
COMMITMENT	<p>In what must be one of the most extraordinary acts of cooperation, the group take turns to occupy the warmest and coldest positions in the huddle...</p>
SYSTEM	
FOCUS	<p>One by one they peel off and shuffle, egg on feet, down the flanks, rejoining at the lee in a continuous procession...</p>
ONE GOAL	
	<p>Exhausted and starving, the mothers face the long walk back to the sea...</p> <p>It is dark almost all the time now, and the fathers cling to life, quenching their thirst with snow, driven by the fierce winds...</p>
	<p>After filling their bellies the mothers must return to their mates, undertaking the long walk for the third time...</p>
CHANGE	
	<p>This time in the dark...</p>
	<p>After months, life is returning slowly to the South Pole...and the father's efforts have not been in vain...</p>

<p>PLANNING</p>	<p>Awaiting their mothers' return, the young chicks are hungry...</p> <p>And their fathers have saved just one meal - hidden in a small crease in their throat...</p> <p>To keep the chick alive for another day or two</p> <p>When the mothers return, their arrival is greeted by unbridled excitement...</p> <p>Having memorized their mate's call, the mothers are united with their mates and see their chicks for the first time...</p>
<p>TEAMWORK</p>	<p>Again the transfer between mother and father occurs, as the newborn is passed from one to the other...</p> <p>While the mother protects the chick from the cold and feeds it from regurgitated food from her belly...</p>
<p>STAMINA</p>	<p>The father, having now endured over 4 months of starvation must leave for the sea to feed...</p>
<p>TEAMWORK</p>	<p>Over the next several months, the mother and father will take turns shuffling back and forth to the sea for food...</p>
<p>UNDERSTANDING</p>	<p>Ensuring the chick grows stronger by the day...</p> <p>As the ice melts, the young family prepare to go their separate ways...</p> <p>The parents parting for the last time before they return to the sea...</p> <p>And the chicks remaining for a few weeks by themselves on land, before making their way to the sea...</p>
<p>GROWING FOR SURVIVAL</p>	<p>Only returning for the first time four years later, as adults, to continue this ancient ritual of life...</p> <p>Hopefully...</p> <p>The ice cap is melting...</p> <p>Will there be a future for them or not?</p>

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