

“Employers are looking to hire English majors because these applicants bring a set of skills that businesses need...communication skills, writing skills, researching skills, empathy...” Bruna Martinuzzi explaining “Why English Majors are the Hot New Hires” is an author, consultant, and founder of Clarion Enterprises Ltd., which specializes in leadership and presentation skills training.

“For my money (literally and figuratively), for my needs, and I suggest the needs of most small businesses, English majors are easily the top choice when it comes to getting the type of teammate who can make us all better...” Steve Strauss explaining “Why I Hire English Majors” is a best-selling author, *USA Today* columnist, and leading small business expert.

“Why I Hire English Majors”

Steve Strauss, Best-selling author, USA TODAY columnist, leading small business expert. Visit www.TheSelfEmployed.com

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Jobs recommended by Steve Strauss: “search engine optimization, project management, social media, and so forth.”

“Why English Majors are the Hot New Hires”

Bruna Martinuzzi, Author, *Presenting with Credibility: Practical Tools and Techniques for Effective Presentations*

- “Employers are looking to hire English majors because these applicants bring a set of skills that businesses need...communication skills, writing skills, researching skills, empathy...”
- More and more, businesses are recognizing the importance of empathy in the workplace. In *The 'Soft Skill' That Pays \$100,000+*, author George Anders discovered over 1,000 listings for highly paid jobs where employers list empathy as a necessary qualification. And these were not just jobs in traditionally compassionate sectors, such as health care and nonprofits; they included

companies in technology, finance, consulting and aerospace, to name a few. Think Microsoft, Dell, Raytheon, Symantec, Pfizer and McKinsey.

- There are numerous studies that correlate empathy with increased sales, with the best performing managers of product development teams and with greater efficiency in an increasingly diverse workforce. Empathy is indeed the oil that keeps relationships running smoothly. Dan Pink, in *A Whole Mind: Why Right Brainers Will Rule The Future*, lists six areas that are vital for success in the new economy market—one of these is empathy. As he puts it, you can't outsource empathy, or automate it. You need to have empathic people in your organization.

- How does this relate to English majors? A University of Toronto study on the effects of literature on empathy shows that those who read fiction frequently have higher levels of cognitive empathy; i.e., the ability to understand how another person feels. Keith Oatley, one of the researchers, said the reason fiction improves empathy is because it helps us to "understand characters' actions from their interior point of view, by entering into their situations and minds, rather than the more exterior view of them that we usually have." This improves interpersonal understanding and enhances relationships with customers and business associates. When you hire an English major, you're likely hiring someone who brings cognitive empathy to the table.

- Take IDEO, one of the most innovative companies in the world: One of the components for innovation at IDEO is having extremely diversified teams solve problems that are traditionally handled by monolithic groups, such as just engineers or just designers. Instead, IDEO's innovation teams include 10 different types. One of these is The Caregiver, who uses empathy to understand each individual customer and create a relationship; another is The Storyteller, who captures the imagination with compelling narratives in whatever medium best fits the message: video, animation, even comic strips. As a business owner, you could gain an edge in the global marketplace and be better positioned for success with such multifaceted individuals in your camp. Have you hired an English major yet?

<https://www.americanexpress.com/us/small-business/openforum/articles/why-english-majors-are-the-hot-new-hires/>

“How to Avoid a Bonfire of the Humanities”

Michael S. Malone, author of the recently published *"The Guardian of All Things: The Epic Story of Human Memory"* (St. Martin's Press). This op-ed is based on his speech at the Rothermere American Institute at Oxford University on Oct. 18

- But to get to that point, he said, you must spend a year searching for that one undeveloped niche that you can capture. And you must also use that time to find angel or venture investment, establish strategic partners, convince talented people to take the risk and join your firm, explain your product to code writers and designers, and most of all, begin to market to prospective major customers. And you have to do all of that without an actual product.

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- "And how do you do that?" Santosh said. "You tell stories." Stories, he said, about your product and how it will be used that are so vivid that your potential stakeholders imagine it already exists and is already part of their daily lives. Almost anything you can imagine you can now build, said Santosh, so the battleground in business has shifted from engineering, which everybody can do, to storytelling, for which many fewer people have real talent. "That's why I want to meet your English majors," he said.