

The Humanities Prepare Leaders for the Challenges of Tomorrow

Human capital experts have observed that tomorrow's leaders will need to navigate cross-cultural communications, questions of diversity and inclusion, and increasingly complex ethical challenges, such as inequality and environmental degradation. Business leaders agree that future leaders must embrace ambiguity and complexity rather than search for simple solutions.

In humanities classrooms, students wrestle with varying perspectives on these complex issues and acquire the tools necessary to rise to the challenges of 21st-century leadership.

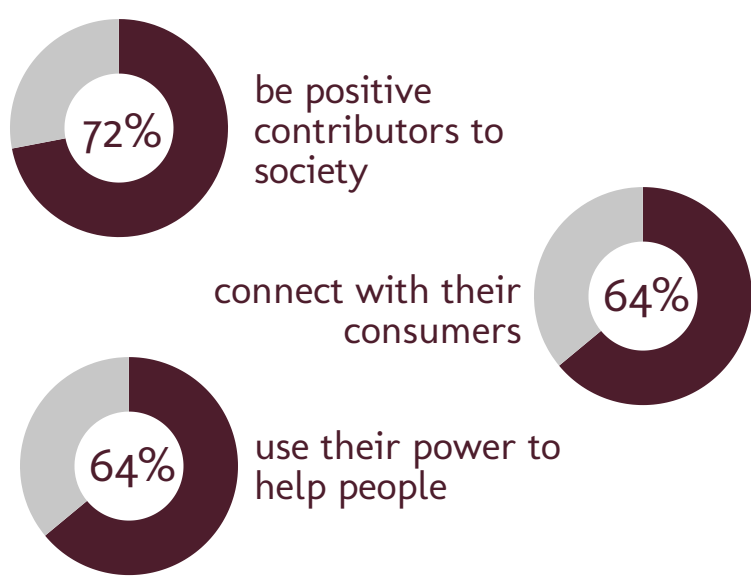
“ Like canaries in a coal mine, humanists have the moral compass to warn us of impending dangers to our future society. They also possess the skill to imagine realities that we should aspire to have before scientists develop them. There is no doubt that the future will be interdisciplinary and that humanists should play a major role in shaping it.

— Abraham Loeb, Chair of Astronomy Department, Harvard University



Consumers expect businesses to make a positive social impact.

What consumers want from brands:



Source: Sprout Social, 2019

70% of Americans believe companies have an obligation to improve issues that may not be relevant to their everyday business.

Source: Cone Communications, 2017

70% of consumers say they want to know what the brands they support are doing to address social and environmental issues

Source: Markstein & Certus Insights, 2019

Consumers leverage their patronage based on their perception of a business's impact on society.



87% of Americans would purchase a product because that company stood up for or advocated for an issue that they care about

Source: Cone Communications, 2017



76% of Americans would refuse to purchase a company's product or services upon learning that it supported an issue contrary to their beliefs

Source: Cone Communications, 2017

42% of millennials have started or deepened a relationship with a business because it has products/services that positively impact the environment/society

Source: Deloitte Global Millennial Survey 2019

37% of millennials have stopped or lessened a relationship with a business due to its ethical behavior

Source: Deloitte Global Millennial Survey 2019

46% of consumers say they pay close attention to a company's efforts to be socially responsible when they decide to buy something

Source: Markstein & Certus Insights, 2019

“ Topics such as inclusion, fairness, social responsibility, understanding the role of automation, and leading in a network were not part of the leadership manifesto a decade ago. In the era of the social enterprise, people no longer believe that financial results are the only or primary measure on which a business's success should be judged; they also judge organizations for the impact they have on the social and physical environment, as well as on their customers and the people who work for and with them.

Source: Global Human Capital Trends survey, 2019



Forward-thinking organizations are recognizing that their success depends on responding to changing consumer expectations

Deloitte defines social enterprises as organizations whose missions combine revenue growth and profit-making with the need to respect and support its environment and stakeholder network.

Business leaders said...

44% social enterprise is more important now than three years ago

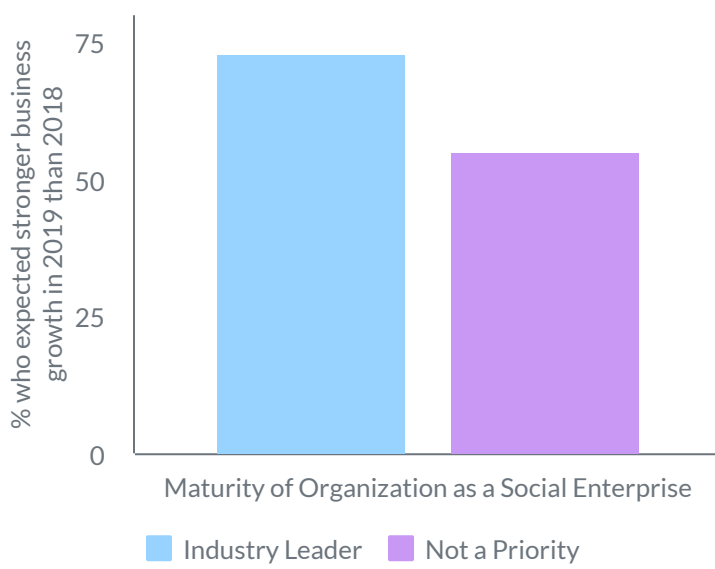
56% social enterprise will be even more important in three years

CEOs' most important measure of success in 2019:

Societal impact

e.g., diversity, inequality, environment

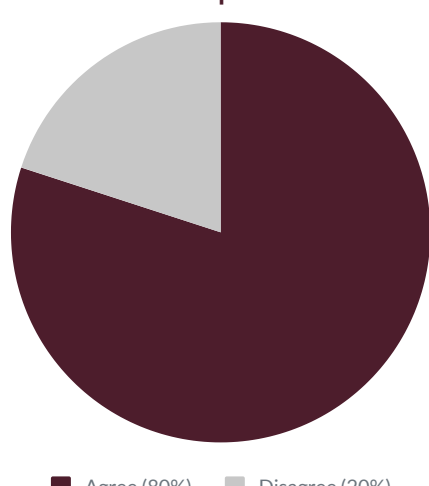
More Mature Social Enterprises Anticipated Greater Growth



Source: Global Human Capital Trends survey, 2019

Humanities majors are prepared to navigate the ambiguity and complexity facing 21st-century leaders

The majority of respondents agree that 21st-century leadership has unique and new requirements.



Agree (80%) Disagree (20%)

Source: Global Human Capital Trends survey, 2019

Respondents that agreed were asked: "What do you believe are the unique requirements for 21st-century leaders?"

81%

"The ability to lead through more complexity and ambiguity"



National Humanities Alliance

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