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 think critically and creatively 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. Institute for the Future, 2017

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.

In human terms, what consumers want from brands:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>72%</td>
<td>be positive contributors to society</td>
</tr>
<tr>
<td>64%</td>
<td>connect with their consumers</td>
</tr>
<tr>
<td>66%</td>
<td>use their power to help people</td>
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Source: Sprout Social, 2019

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

If Americans would purchase a product or service from a brand that they believe would: An estimated 46% of consumers say they would cut ties to a company that they believe is not contributing to social or environmental issues.

Source: Markstein & Certus Insights, 2019

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

Source: Markstein & Certus Insights, 2019

Business leaders said...

<table>
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<tr>
<td>44%</td>
<td>social enterprise is more important today than three years ago</td>
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<tr>
<td>56%</td>
<td>social enterprise will be more important in the next three years</td>
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Source: Deloitte Global Human Capital Trends survey, 2019

CEOs’ most important measure of success in 2019:

Source: Deloitte Global Human Capital Trends survey, 2019

87.4% of millennials have stopped or lessened a relationship with a business due to its ethical behavior.

Source: Deloitte Global Millennial Survey 2019

46% of millennials have started or deepened a relationship with a business because it has products/services that positively impact the environment/society.

Source: Cone Communications, 2017

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

Source: Markstein & Certus Insights, 2019

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

46% of consumers have stopped or lessened a relationship with a business due to its ethical behavior.

Source: Deloitte Global Millennial Survey 2019

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

Source: Markstein & Certus Insights, 2019

42% of millennials have started or deepened a relationship with a business because it has a strong social mission.

Source: Deloitte Global Millennial Survey, 2019

46% of consumers say they would cut ties to a company that they believe is not contributing to social or environmental issues.

Source: Markstein & Certus Insights, 2019

76% of Americans would refuse to purchase a product or service based on the impact on society.

Source: Cone Communications, 2017

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... CEOs’ most important measure of success in 2019: Anticipated Greater Growth

Source: Deloitte 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.

National Humanities Alliance

81% “The ability to lead through more complexity and ambiguity”

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