



# Show Our Impact: Communicating about Anthropology to Employers

Employers want to know what it means to hire an anthropologist. Here are some real-life examples of how anthropologists have applied their skills to impact their workplaces and communities. Combine these with our STAR storytelling tool to sharpen your anthropological narrative.

What Employers Seek	Real-life example of anthropologists in action
<b>Successful Problem Diagnosis</b>	<ul style="list-style-type: none"> <li>Analyzed the consistency between people's words and actions</li> <li>Compared "official" organizational values with how employees talk about them</li> <li>Conducted social network analysis on cross-functional teaming</li> <li>Discovered why users are unhappy with a new service/product</li> <li>Explained why nonverbal cues are often more accurate predictors of behavior than verbal statements</li> <li>Identified multiple outlooks on the agency's reorganization</li> <li>Evaluated the role of informal leaders in achieving goals</li> <li>Observed small teams get up and running faster than big teams</li> </ul>
<b>Actionable Problem Solving</b>	<ul style="list-style-type: none"> <li>Drafted open-ended questions for user experience (UX) interviews</li> <li>Designed websites for start-up businesses</li> <li>Facilitated group leadership discussions around decision-making</li> <li>Mapped out work processes to demonstrate the value of "lean"</li> <li>Developed strategies to improve worker retention</li> <li>Coordinated a scooter initiative launch in an urban setting</li> <li>Proposed a university partnership with a non-profit</li> <li>Used both 23andMe and Ancestry to solve a challenging forensic case</li> <li>Crafted and led activities for first-generation university students</li> <li>Contributed to legislation protecting burial sites of enslaved Africans</li> </ul>
<b>Effective Communication and Teamwork</b>	<ul style="list-style-type: none"> <li>Prepared concise presentations using plain language, including alt text and captions for images, for increased accessibility</li> <li>Understood the role of stakeholder outreach in developing agreements</li> <li>Guided discussions back on track by reminding group of the goal</li> <li>Shared tips for successful teaming based on a review of the literature</li> <li>Took detailed meeting notes to capture key views and decisions</li> <li>Served as broker for groups with differing opinions</li> </ul>
<b>Strong Work Ethic and Commitment</b>	<ul style="list-style-type: none"> <li>Planned appropriately to complete assignments on time</li> <li>Participated in ongoing advocacy against harassment on campus</li> <li>Put smiles on children's faces in pediatrics through storytelling</li> <li>Considered potential implications of proposed decisions prior to group discussions</li> <li>Worked intensively with urban planners and youth to transform schoolyards into parks</li> <li>Volunteered with 200+ senior citizens to help them use a new health care app</li> <li>Built support for solar panel use one household at a time</li> <li>Acquired visitor communication skills during an internship at a local dig</li> </ul>