

The Art of Persuasion: Articulating Anthropology's Value to a Prospective Employer – Webinar Outline

1. Robert J. Morais – Private sector
2. Shirley J. Fiske – Government sector
3. David M. Fetterman – Non-profit sector and consulting
4. Alexandra Jones – Non-profit sector
5. Ken C. Erickson – Consulting and private sector
6. Chat Q&A and Summary

We will get started at 1 pm EDT!



Elizabeth Briody Visual Description

I am Elizabeth Briody, a white woman with eyeglasses and short hair. Today I am wearing a blue top. I am in my alcove, a little space in my house with a window.



Acquiring New Skills for your Job Search - A Three-Part Webinar Series

Welcome to the AAA Career Webinar Series!



AMERICAN ANTHROPOLOGICAL ASSOCIATION
Advancing Knowledge, Solving Human Problems

AAA Career Webinar Series, September 2020

Sept. 10: The Art of Persuasion: Articulating Anthropology's Value to a Prospective Employer

Sept. 17: Demystifying the Fear around Job Searches

Sept. 24: Deep Hanging Out...Digitally: Social Media Strategies for the Contemporary Job Market



Webinar Logistics

- Visual descriptions appear in slide deck along with presenters' self-introductions and comments
- Please turn off your video and microphone unless speaking
- Open and use the Chat function; write **QUESTION** to pose a question and feel free to respond to any chat
- See postings on the AAA website: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As



The Art of Persuasion: Articulating Anthropology's Value to a Prospective Employer

Thursday, September 10, 2020



AMERICAN ANTHROPOLOGICAL ASSOCIATION
Advancing Knowledge, Solving Human Problems

The Art of Persuasion: Articulating Anthropology's Value to a Prospective Employer – Webinar Outline Review

1. Robert J. Morais – Private sector
2. Shirley J. Fiske – Government sector
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Robert J. Morais Visual Description

I am a late middle-aged white man. I am wearing glasses. I have some hair, and most of it is gray. I am sitting in my home office.



Anthropology's Value in the Private Sector

Robert J. Morais

- Anthropologist in Business
- 25 years with advertising agencies rising to Chief Strategic Officer
- 11 years as a Principal and co-owner of market research firm
- Currently Lecturer, Marketing Division, Columbia Business School
- 5 books, 50+ articles and book chapters



Key Advice in the Private Sector

- **Discover:** Ask potential employers what challenges are not being addressed effectively by their company and why they think that is so
- **Promise:** Tell them that what you do best is bring uncommon methods and insights to meet challenges
- **Reason to Believe You:** Provide an example pertinent to their challenge from your own experience or from a case you know about



A Common Question

Q: Not many jobs advertised say they are seeking an anthropologist, but they do advertise for the skills that I have. Should I only talk about my skills and not mention anthropology?

A: Focus on your relevant skills and weave in your training in anthropology as a point of distinction from other candidates. Don't lead with, "I am an anthropologist." Use it as support for your uncommon abilities.



Shirley J. Fiske Visual Description

I am a tall white woman with short graying hair and eyeglasses. I have on jeans and a shirt. I'm at my desk in a multi-purpose ex-carport, with a bookcase on either side of me. Behind me is a worktable and a toolbox. And a stairmaster & weights.



Anthropology's Value in the Government Sector

Shirley J. Fiske

- Environmental and policy anthropology (climate change, environmental justice, coastal communities, fisheries, etc.)
- 20+ years in executive branch, Nat'l Oceanic & Atmospheric Admin. (NOAA) in management and policy; 7 years in legislative branch
- Currently Professional Track Faculty (Research Professor), University of Maryland, Anthropology



Key Advice in the Government Sector

- **Public sector *needs* anthropological perspectives** to help address problems and improve services.
- **Helps to *have knowledge of a specialty area*:** (e.g., health care, environmental issues, immigration policy, criminal justice)
- Take time to fully understand the mission of the organization and job description; ***tailor your responses*** to skills and knowledge needed. Ask questions.



Distinctive Analytical & Research Skills

- **We see communities and the value of communities** – from the ground up.
- **We see the “why” of how things work or do not.** We see history, context and power vectors.
- **We see disparities** – in social justice, health services, infection rates and mortalities, and environmental inequities.



David M. Fetterman Visual Description

I am a white slim Jewish man with white hair and a white beard. I wear glasses, a polo shirt, and jeans. I am sitting at my desk with a large bookcase behind me with many of my books and statues from my travels around the world.



Anthropology's Value in the Non-Profit Sector and in Consulting

David M. Fetterman, Fetterman & Associates

- Lessons Learned: What To Do and What Not To Do
- Your View of Value Added or an Employer's (Emic) View
- Speaking the Language of Power



Lessons Learned: What To Do and What Not To Do

- Don't Argue - Demonstrate Your Value



This fist highlights an argument I got into about reliability vs. validity in the first research corporation I worked at.

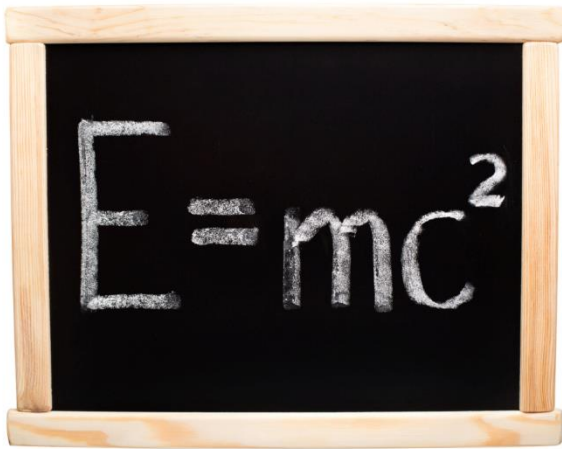


This burnt-out building highlights how I had to make a map of burnt-out buildings to convince my research colleagues how extensive the problem was.



Your View of Value Added or an Employer's (Emic) View

- Theory (kinship) vs. Practice (dropout rate)



This picture of the equation $E=mc^2$ symbolizes how some colleagues need to emphasize their knowledge of theory, including kinship theory, over more practical knowledge.



This magnifying glass contains the word “context”. It reminds me of how I had to tell a donor who was going to defund a dropout program due to low attendance, to place low attendance in context (compared with no attendance earlier).



Speaking the Language of Power

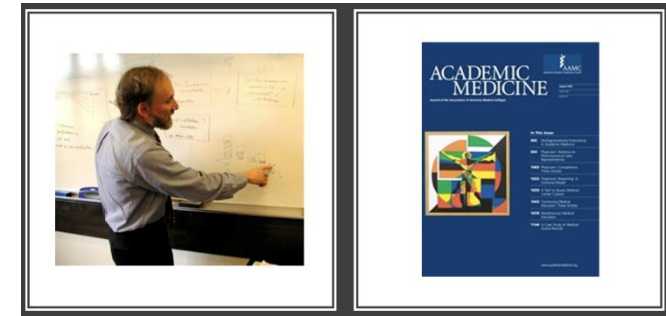
- Money, Pictures, Statistical Significance



This picture of cash suggests that sometimes you have to translate findings into dollars saved.



This photo shows me teaching at Stanford and videoconferencing with Native Americans. It is an example of bridging the digital divide.



This picture shows my co-author, an MD, at a white board and the cover of the journal *Academic Medicine*. In this instance, medicine required statistical significance to be persuaded of the value of anthropological research.



Alexandra Jones Visual Description

I am an African-American woman with eyeglasses and medium black hair. My pronouns are she, her, hers. I am in my home office surrounded by white bookshelves with books.



Anthropology's Value in the Non-Profit Sector

Alexandra Jones, Archaeology in the Community

- **Do not live in the box:** Your skills make you an asset
 - Critical thinking
 - Problem solving
 - Great communication
 - Innovation



You Have Been Prepared

- You can walk into any field – education, business, heritage management – and thrive because of your disciplinary education.
- **Be creative and resilient**



Ken C. Erickson Visual Description

I am an older white guy (not as old as Fetterman, though), glasses, short grey hair, a small goatee, pronouns usually he/him. I'm at my desk ...



Ken's Visual Description Is Quite Extensive

... Behind me are shelves of pottery that I make, and my guilt-stack of books on Zen Buddhism, LGBTQ+ stuff, rural China, and Keith Basso's *Wisdom Sits in Places*. The light comes from a window in front of me, which looks out on a South Carolina backyard, with tall Loblolly Pine trees and a rusty old metal shed.



Anthropology's Value in Consulting and the Private Sector

Ken C. Erickson, Pacific Ethnography (PacEth), now at U. of South Carolina at the B School

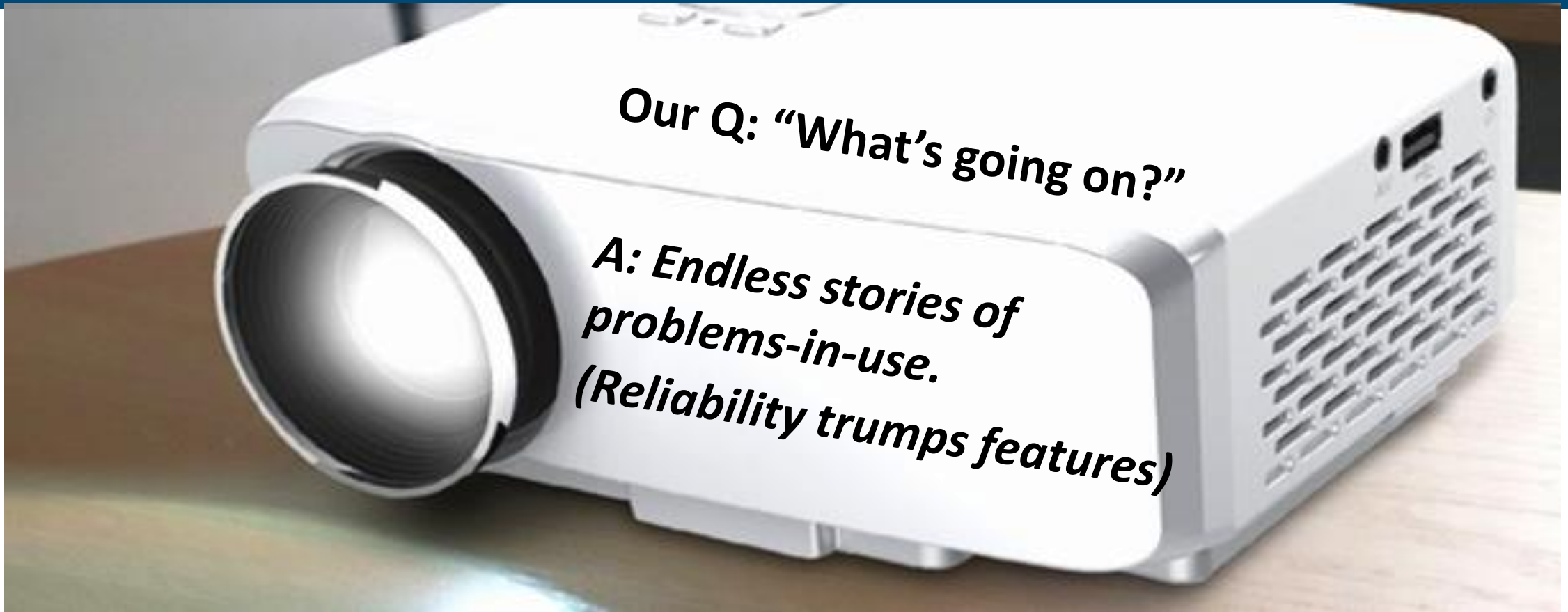
- Client notions of consumer ethnography varies: How?
- Ethnographic / anthropological theory: A value-add?
- Recast client problems, ask new questions: A value-add?



“Consumer” Research



Value Proposition vs. Use



Who needs a business anthropologist?

- Find the Rotary, Chambers of Commerce, B-School Alumni Associations or Incubators.
- Be a speaker: Talk about the anthropological difference.
- Make friends with professional associations
 - AMA ([American Marketing Assn.](#))
 - PDMA ([Product Development & Management Assn.](#))



What Else Can You Do?

- Read the business press.
- Reach out and offer help:
 - Make a link between your methods/theory and the business problem.
 - Don't go it alone; find colleagues to help out.



Chat Q&A and Summary



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Summary: Articulating Anthropology's Value to a Prospective Employer

1. Bring uncommon methods and insights to challenges
2. Take time to develop an understanding of the "mission" of the organization and the job description
3. Apply your skills to produce a Return-on-Investment
4. Innovative and critical thinking skills are an asset to any employer.
5. Listen, then talk from experience; co-discover y'all's business relevance



Closing Remarks

- Complete evaluation of this webinar, emailed to you
- See postings on the AAA website: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As
- Register for our other September career webinars:

Sept. 17: Demystifying the Fear around Job Searches

Sept. 24: Deep Hanging Out...Digitally: Social Media Strategies for the Contemporary Job Market



AAA Career Webinar Series – Next Week

Sept. 10: The Art of Persuasion: Articulating Anthropology's Value to a Prospective Employer

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